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THE BILLBOARD

NEW-YEAR
NUMBER

= 1897 =

DEVOTED TO THE DEVELOPMENT OF BILL POSTING
SIGN - PAINTING POSTER - PRINTING,
DISTRIBUTING AND EXHIBITING.

Are You a Bill Poster?

If so, and you want to make money easily and agreeably, write us at once.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?

If so, send us your name and address. We intend hereafter to conduct a bill posters' Advertising Agency. To distribute, apportion, and otherwise work out the detail incident to placing work with bill posters throughout the United States and Canada. Get your name on our list.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?

If so, then write for our new Catalogue of Posters suitable for advertising Amateur Entertainments, Benefit Performances, Balls, etc.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

No matter how small your town, you need us and we need you. Don't forget the address,

The Donaldson Litho. Co.,

CINCINNATI, OHIO.

BILLBOARD

ADVERTISING.

VOL. VII., No. 12.

CINCINNATI, JANUARY 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

HOUSE TO HOUSE WORK.

BY CHARLES AUSTIN BATES.

I have said many times that I considered newspaper advertising the best advertising. I suppose I have said this a hundred times—maybe five hundred times. I have always made the assertion as a general proposition.

Take, for instance, a merchant in a small city or town where there is a newspaper of general circulation. It's my belief that that merchant's first appropriation should be for an advertisement in that newspaper. It doesn't follow that he should leave out other kinds of advertising.

While an honest and thorough believer in the virtue of the newspaper as an advertising medium, I am just as strong a believer in booklets and circulars. In fact, in some cases, I believe that booklets and circulars should take precedence over newspaper advertising. I believe that in some cases the booklets and circulars should be used first and the newspapers later.

To my personal knowledge several of the most successful proprietary medicines now in existence had achieved a large measure of success by the house to house distribution of booklets and circulars, before they ever made use of newspaper advertising. They divided the country up into small sections and circularized these sections one at a time thoroughly, by a house to house distribution. That this system brought results, and big results, is shown by the fact that these concerns made so much money that they were able to jump into general newspaper advertising almost at a bound. As I have said many times, good advertising is simply advertising that brings results. Evidently the house to house distribution of these proprietary medicine concerns brought results, and big results.

While I am on the subject of proprietary medicines, I want to say that I don't know of a more effective way of introducing a good proprietary medicine than by the house to house distribution of samples and good literature. "Seeing's believing." So is trying. Take, for instance, some simple, palatable remedy that is recommended as a laxative. Leave a trial bottle of the remedy with explanatory printed matter at each house. It's my observation that seven housewives out of every ten will see that that kind of a sample is given a trial. If the results are favorable—that is, if the medicine proves

to be what it claims—a great many of these people will sooner or later inquire for the remedy at a drug store. That's as direct and effective a way of producing a demand for a medicine as can be conceived.

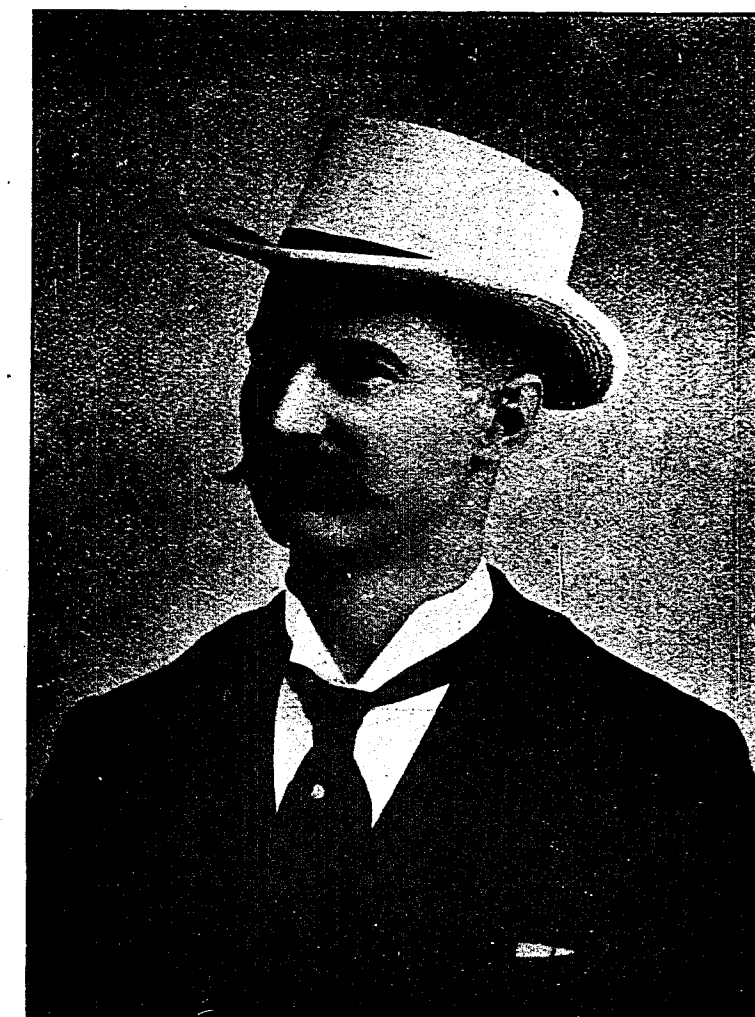
The plan of distributing samples from house to house has been tried many times with soaps and baking powders, and where the article was right and the distribution was honestly made, I believe the plan has

to house distribution of circulars and booklets and samples in a great measure fail. One way is through utter carelessness as to the composition and printing of the booklets and circulars. It stands to reason that if an advertiser who is having his booklets shoved under the doors of dwelling houses doesn't want it kicked into the street, he must make it sufficiently attractive and striking to induce anyone

cal, and badly spelled, but that also showed a really ludicrous ignorance of the simplest physiological facts. Yet these utterly absurd advertisements, faithfully distributed, actually brought fair returns and their authors thrived. This being the case, it is no wonder that booklets and circulars advertising a really good remedy and that are attractively printed and illustrated and well worded should make medicine proprietors rich.

The other point where house to house distributors fail is in careless or dishonest distributing. Booklets and circulars that are dumped into the first open sewer naturally don't sell the goods advertised. It doesn't pay to employ irresponsible people to make a house to house distribution. In my own experience I have known an office boy to dump a firm's outgoing mail of three or four hundred letters a day into an open sewer rather than carry it six blocks to the Post Office. I have known of cases where this had gone on for weeks, and the firm concerned was utterly at a loss to understand what was the matter with its mails. If a regularly employed office boy out of laziness, pure and simple, will do a thing of this kind, what do you expect of any utterly irresponsible man or boy whom you may pick up, hit or miss, by correspondence, to make your distribution? It's simply pouring money into a rat-hole to entrust a house to house distribution of circulars and booklets to irresponsible people, without references or record or reputation to sustain.

My conclusion is that the house to house distribution of circulars, booklets and samples is one of the most effective methods that can be used by the general advertiser of many articles. In fact, in some cases I think that this style of advertising should even precede newspaper advertising. Whether a distribution of circulars should be made by mail or by a house to house canvas is a question for decision in each specific case. In either event the quality and attractiveness of the matter distributed will cut a great big figure in the determination of results.



P. F. SCHAEFER, of Chicago.

always proved productive of results. Anyway, I notice that the firms who have made the greatest use of these plans are to-day prosperous and wealthy. At the same time, they are big newspaper advertisers, and these facts do not in any way take from the value of newspaper advertising.

There are two ways in which a great many advertisers who attempt the house

from the housemaid to the mistress of the house to pick it up, and have some curiosity as to its contents. This is the exact point where many house to house distributors fail. Their booklets or circulars are horrible examples of what printers can do. The language used is either stereotyped or absolutely incoherent. I have read proprietary medicine ads of this description that were not only ungrammatical,

A correspondent writes us as follows: "You must bear in mind that Stahlbrodt founded the association, that we owe the organization to him entirely." We do! but because a father begets and rears a child, does that give him the right to kill it just as it arrives at years of usefulness? Certainly not, you say. Yet that is exactly what Stahlbrodt is how doing to the A. B. P. A.



CALL.

International Bill Posting Ass'n.

The officers and members of the International Bill Posting Association are respectfully notified herewith that the regular semi-annual meeting of the Association will take place January 6th, 7th and 8th at the Hotel Emory, Cincinnati, O. A full attendance is desired.

CLARENCE E. RONEY,
P. F. SCHAEFER, Secretary.
President.

Savannah, Ga., needs a bill poster.

Bill posters will do well to write to the W. J. Morgan Co., of Cleveland, O., for samples of their commercial posters. This well-known firm will hereafter deal direct through bill posters instead of through solicitors as here-to-for.

To Bill Posters and Distributors.

The firm of McArdy & Kusel of Chicago, notice of which appeared in the December issue, have not settled as yet with the undersigned, nor its members and fraternity. Please govern yourselves accordingly until same are paid.

Yours truly,

INTERNATIONAL BILL POSTING ASS'N.

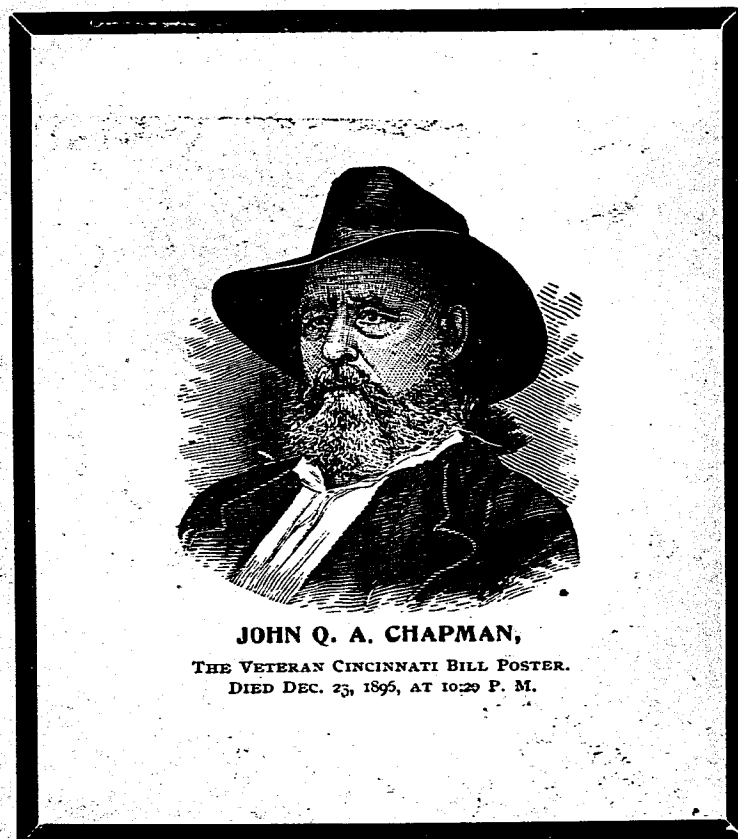
A co partnership has been entered into between Frank P. McLaughlin and Otto C. Floto, who heretofore have conducted the bill posting business separately. The new firm will control 40,000 feet of bill boards and their work will extend over the towns of Cripple Creek, Victor, Anaconda, Lawrence, Mound City, Gillette, Pueblo, Colorado Springs and Canon City, making this the most extensive bill posting concern in the state outside of Denver. The management of the company will be in the hands of Mr. Frank P. McLaughlin, who thoroughly understands his business, and promises the utmost satisfaction to patrons.—*Cripple Creek Sunday Herald.*

Personal Mention.

W. D. Husted, secretary of the fair at Mansfield, Pa., has started a bill posting and distributing service at that point.—C. T. Crippen succeeds Crippen & Slaughter at Athens, Ohio.—Lane & Hallam, have established a bill posting and distributing service at Auburn, Ind.—D. G. Burbank of North Adams, Mass., is contemplating going into the business at that point.—Star Bill Posting Co., of Columbus, Ga., are agents of the Donaldson Litho. Co.—J. F. McNay, city bill poster at Hot Springs, S. Dak., has established a route covering the six Black Hill Counties.—The Oregon Sign Co., of Oregon City, Oregon, are bill posters at that point. They paint signs, bulletins, walls and fences. They post bills, conduct a house-to-house distributing service, and are ad-smiths of capability as their letter-head plainly shows.—Hawkin Bros. are

the city bill posters at Fayetteville, N. C. They will join the International Bill Posting Association.—Ed. M. Hirschfeld has embarked in the business at Ventura, Cal.—John C. Latham owns the boards at Morton, Kas.

Jos. J. Flynn, city bill poster of Lawrence, Massachusetts, was almost elected Senator though a Democrat. Mr. McKinley carried the city by 1300 majority.—John Claridge, the bill poster at Newport, Ark., believes in newspaper space and utilizes it liberally to advertise billboards and bulletin boards. He also conducts a wall paper business which is freely advertised.



—P. F. Schaefer of Chicago, is contemplating a big deal.—A. A. Davis, the bill poster at Nanticoke, British Columbia, is also a member of the firm of Philip Gable & Co., cigar makers of the same city.—L. W. Eaton of Auburn, N. Y., has his boards full and has been compelled to enlarge his holdings. He proposes shortly to establish country routes, erecting boards along all pikes, roads, lanes and railroads leading into Auburn.—J. Garlick of New Orleans, is agent for the Donaldson Litho. Co., at that point.—W. A. Poe Manager Healing Balm Co., Macon, Ga., will shortly send out posters and distributing matter. Bill posters, especially in the south, should write him.—J. C. Campbell, of Wallace, Idaho, is secretary of the Fire Department in that city.—Graham & Tindler is a new firm at Hinton, W. Va.

Edwin E. Lewis, the bill poster at Flora, Ill., is sending all his friends a check as a New Years souvenir. Each one is drawn on the Bank of Father Time, and pays the bearer three hundred and sixty-five happy days.—Frank Rhodes, of Frederick, Md., is sending out a beautiful calendar. It is a shape novelty, lithographed in twelve printings.

Post and Prosper.

THE MODERN POSTER.

Uses and Abuses of this Latter-Day Art Madness.

It is impossible for even the most indifferent observer to be unmindful of the art-madness—among other signs of the times—as displayed in the modern poster.

Indeed, so conspicuous is this new disease that one can not help wondering what has been the cause of it and what will be the outcome of it, if art is becoming very democratic, or democracy artistic. But in spite of a natural first feeling that this poster craze is a vulgarization of pictorial art, one can not but come to realize that, if the artist believe that art should be something more than a mere vague grace and nonessential indulgence of the few, and that it should be everywhere and in all things, he should be anxious to extend his domain, to give grace and beauty to the most commonplace things of everyday life, to even the prosaic paraphernalia of commerce.

It is true that the idea of poster advertisement is a very old and a very natural one, but until within recent years, practically up to 1870, no pictorial posters appeared that were not abomi-

trative in its artistic beauty and originality, at the same time in harmony with the spirit of the object. But even this harmony is sometimes lacking, the very incongruity of the combinations of picture and object advertised gaining the end of advertising—namely of attracting attention.

One is often impressed, too, by the mixture of subtlety and puerility displayed in some designs, being unable to decide whether the artist is at all serious or merely taking advantage of the freedom of his medium to give full sway to his most fantastic and audacious imagination.

In another class of posters one sees the esthetic qualities being subordinated to the commercial qualities, the artist confining his design to the limits of his subject. Then again one sees that the main object of the artist has been to make his design as striking as possible, regardless of all preconceived canons of art, the results being often grotesque, forbidding, uncanny and inhuman. But if these latter do not prove sympathetic or pleasing, they at least force notice and prove an excellent subject for the satirists.

The really artistic poster asserts itself gently but irresistibly with enough originality and force to attract the public and enough elegance and taste not to repel it, and by its very art, subtle and skillful, however simple and harmonious, it stands out unmistakably from the masses of violent, haphazard color and rank Philistinism. Of course, it must lose somewhat by being crowded on the hoarding with the mass of other posters of inharmonious motives as well as colors; an unavoidable condition as inartistic as a picture exhibition! And the really artistic poster is made up of few colors or lines or masses—sometimes astonishingly few—but arranged with a skillful nicety, a grace and dignity, and often much inherent vigor.

So universal has the poster idea become that not only advertisements of all manner of wares are put before the public in attractive or striking form, but book and magazine covers, editions of songs and music, sketches, cards of announcement and even daily papers all have, more or less, the "poster" stamp—compelling realism, studied naivete, unexpected grotesqueness and tortured originality. And this mania has produced materials at least for some very curious and some very beautiful and instructive collections, and has also created a whole new branch of trade of no mean importance. It is interesting to note how, from the first efforts of novelty-hunters to peel posters off the walls, the present large commerce in posters has developed. It grew to be dangerous and impracticable, really, to attempt to take them from the walls, also to bribe the bill posters. Even the book sellers along the quays in Paris who bought a few copies from the bill posters themselves, necessitated by the suits brought against them by artists and printers, to make arrangements directly with the proprietors of the posters themselves. And so not only this new commerce grew up and became a profession (with the small side trade of poster-mounting!) but there was a real bourse where posters were exchanged by eager collectors. And, even as in the case of valuable etchings and engravings, different stages ("states") of posters were collected, rough prints on common paper, finest prints on paper de luxe, their numbers marked on them to insure their rarity and the artist's signature. Especially are the posters of Jules Cheret, in Paris, eagerly collected. This prolific poster-artist has produced hundreds of designs, and for several years has been familiar to all Paris through his great masses of joyous color, his persistent and contagious brightness and gaiety and the intense actuality of his design. He leaves naivete and simplicity and subtle arrangements and harmonies to other designers, and aims rather for strong contrasts, compelling colors and forcible lines. And in his good-humored vehemence Jules Cheret is victorious beyond most in his profession, and has so distributed his fancies over the hoardings of Paris that without them Paris would lose one of its brightest superficial characteristics and its color gaiety would be materially lessened. And Cheret is only one, though perhaps the foremost, of dozens—one is safe in saying hundreds—of poster artists.

A. T. H.
In Cincinnati Commercial Tribune.

Through a strange coincidence the words Power, Pertinent, Persistent, Persuade, Pleasing, Potent, Publicity and Prominence all commence with the letter "P." So does the word Poster.



MR. EDWIN E. LEWIS.

The above is a very good portrait of Mr. Edwin E. Lewis, the bill poster at Flora, Ill. He is also the proprietor of a good-sized printing office, and between the two he is kept pretty busy. He has a nice lot of boards which are generally kept full of live paper. Mr. Lewis is an enthusiastic member of the International Bill Posting Association.

FRONTISPIECE.

We present on our front page this month, a portrait of P. F. Schaefer, of Chicago. Mr. Schaefer is president and general manager of the Chicago Bill Posting Co., and also a member of the firm of P. F. Schaefer & Co., expert analytical chemists. It is as founder and president of the International Bill Posting Association, that Mr. Schaefer has achieved his greatest fame. The splendid progress of this organization is almost entirely due to him alone. When first projected, this organization was styled the Illinois Bill Posters Protective Association, and was intended to embrace only bill posters in Illinois. Its growth was so rapid, however, that it soon became necessary to take in bill posters from adjoining states, and it became known as the Inter-State Bill Posters Association. Last summer its scope was still further extended, and the name again changed to the International Bill Posting Association. This organization is a splendid monument to Mr. Schaefer's ability and staying powers. It is an achievement of which anyone may well be proud. As is also his record in the opposition fight with R. C. Campbell, justly termed the most aggressive antagonist in the business.

Mr. Schaefer is of a genial, affable and open-hearted disposition, and numbers his friends by thousands.

The funeral of the late John Chapman took place Sunday, December 27th from the homestead, 4346 Eastern Ave., Cincinnati. The services were impressive and the cortege imposing. Many floral tributes and offerings were received. The pall bearers were the sons and sons-in-law of the deceased.

The *Chicago Record*, the *New York World*, and the *New York Journal*, all got their circulation by judicious use of the billboards. Could there be a more potent testimonial to the efficacy of the poster.

A one sheet on the stations of the elevated roads in Chicago costs the advertiser three cents a day, and pays him handsomely at that. On the thoroughfares he gets ten times the circulation for three cents a week. Advertisers will do well to stick a pin in this paragraph.

For brief, pointed and terse announcements, use posters.

For long-time, permanent displays, use mural signs and painted bulletins.

For extended argument and detailed description, use distributing matter.

For actual operation and practical demonstration, use exhibiting.

B. W. Suydam, of Brunswick, N. J., writes us that, the only theatre in that city burned to the ground December 21st, and with it, all his possessions, all he has left is his reputation and his boards.

Those members of the craft who are given to regarding Stahlbrodt as infallible are respectfully reminded that he is human, very, and therefore prone to err. He was wrong on his rigid price schedule, else all the rest of the craft are. He is wrong on his 'close' association also, as events will ultimately prove.

If your subscription has expired, kindly send your dollar at once.

ASA RICHARDS CASSIDY.

The cut on this page is a very striking portrait of this famous artist. His work has been seen in every city in America. While he does not confine himself to any particular line, his circus posters are generally conceded to be the best in the world.

Mr. Cassidy has been connected with The Courier Litho. Co., The Springer Litho. Co., The Miner Litho. Co., and The Donaldson Litho. Co. He is at present working for the trade, having a studio in the Bodmann Building, Cincinnati.

Mr. Cassidy is an enthusiastic member of the Cincinnati Bowling Club, and is now the champion of the city.

A paragraph describing a bill posting machine recently went the rounds of the Associated Press. It was described as a recent invention which posted bills automatically at any height up to fifty feet. As it was said to be in use on the continent we cabled for further details and information but they were not forthcoming. We may be able to present them in our February issue, but the chances are that the machine is a myth.

Constant advertising brings success.

We wish all our readers a happy and prosperous new year.

In our next issue we will commence a series of articles on "Correspondence," which will be of special interest to bill posters and distributors.

Advertising Experience for December was a splendid number. It contained a lengthy interview with Mr. R. C. Campbell on "Outdoor Publicity."

Advertising, published in Cincinnati, made the following truthful statement:

The road to advertising success is over prostrate forms of thousands who have spent millions in small sums in vain. The victims of "one insertion" must be by far the largest number. Unfortunately they think they have been advertisers and blame advertising as a failure. They tell their experience and dissuade others from trying to advertise. The success of the successful is the best proof that advertising of the right sort does pay.

ASA RICHARDS CASSIDY.

Mr. Bates has started a paper of his own under the characteristically modest title, "CHARLES AUSTIN BATES' CRITICISMS." It is made up almost wholly of Mr. Bates' criticisms of current advertising matter and methods, on the lines followed for two years in his "Department of Criticism" in *Printers' Ink*. Mr. Bates' work no longer appears in *Printers' Ink*, so that those to whom his writings have become a necessity will hereafter have to subscribe for two papers instead of one.

The first number is out. The price is \$1 per year. If you send \$5 before Jan. 31, you will receive the paper one year and also a copy of "Good Advertising." Send orders to Holmes Publishing Co., 15 Beekman Street, New York.

That cheap and nasty little sheet published at Toronto and styled the *Bill Poster*, which masquerades as the official organ of the Canadian Bill Posters Association, but which in reality is only the house organ of the Acton Burrow Co., impudently resents some sound and wholesome advice we recently extended. If its editor will kindly refrain from appropriating our paragraphs, editorials and articles without credit, we will endeavor to ignore him in the future.

Don't be afraid to use your own boards to advertise your business. Always keep a supply of posters on hand, and put them out frequently.

BILLBOARD ADVERTISING for December is one of the best numbers of that paper that has yet appeared. No advertiser who does any outdoor advertising can afford to dispense with this excellent publication. It is published at Cincinnati and costs ten cents a number, one dollar a year.—*Printers' Ink.*

If a man can do business he should let it be known.—*Franklin.*

Advertising is like the flying express. You may be sitting still, but your ad is carrying you on to prosperity's goal with lightning-like rapidity.—*National Provisioner.*

Some people say that advertising is all a matter of luck: that you cannot tell what advertising is going to do, or whether or not it is going to pay. This may be true, but it is very strange that the man who gives careful thought to his advertising and does it in an intelligent and straightforward way usually has the luck on his side.—*Art in Advertising.*

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Lou's Exchange, 57 Chancery Lane, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bréano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscript.

When it is necessary to wire the instructions and copy for advertisements, great saving in the matter of telegraph bills may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JANUARY 1, 1897.

AFTER mature and careful deliberation the editor of the *Bill Poster* has formally endorsed the 'open' association. The leading article of the December issue advocates an association formulated and based upon this idea. As in his wont Mr. Campbell is decisive and emphatic in his assertions and claims. He admits the strength and merit of the plan and waxes enthusiastic over its possibilities. His change of heart means much. His is no luke-warm, half-hearted support. Impetuous, determined and aggressive, he goes at those who oppose his opinions like a battering ram, compelling the belief and acquiescence of others by the very force and strength of his own convictions. The new movement acquires an able and a valiant champion in the ex president of the A. B. P. A., one that it is badly in need of.

The liberal and conservative elements of the organization have long since been won over. All that reason, logic and argument can accomplish has been done. But the prejudiced, the blindly obstinate and the ignorant remain, and though foe man unworthy of his steel, he will find that they are not to be lightly treated. Here's more strength to him.

THE association outlined by Mr. Campbell, though complicated is both ingenious and practical. Careful consideration enables us to state that the scheme of guarantees and forfeits, which he proposes, would go far toward settling vexing questions and adjusting difficulties that have long engaged the attention of the officers and members of the A. B. P. A. First of all, it would metamorphose opposition into competition, and obliterate all the long line of evils now attendant upon the former. Secondly, it would promote good feeling and good fellowship among fellow

BILLBOARD ADVERTISING.

craftsmen and thus lead to a more intimate and friendly interchange of ideas and information. Thirdly, it would give advertisers a service that was guaranteed by a real tangible cash guarantee, and lastly, it would provide an incentive for bill posters to live up to their engagements, both to advertisers and to one another. Lapses would be rewarded with stiff fines impartially levied by a board of arbitration, and persistent offenders would be expelled. Expulsion would mean ostracism, and ostracism would mean ruin speedy sure and certain mercantile death.

NOTHING quite so radical has ever been contemplated by the most devoted adherents of the open association, but, it is like the worthy editor of the *Bill Poster* to out-Herod Herod. Oddly enough, too, Mr. P. F. Schaefer, projector and founder of the International Bill Posting Association, the only 'open' organization in America at present, is Mr. Campbell's opposition. With two such bitter and inveterate opponents, both endorsing and both struggling to bring about the same result, it will be queer if opposition firms in other cities, cannot see the wisdom of the scheme. It will take time though. The situation is new, totally unexpected by parties to both factions, and is consequently more or less surprising. This feeling will wear away in time, and then Mr. Schaefer and Mr. Campbell, if they are both sincere in their protestations, will be afforded an opportunity to prove it. They are the leaders of the leading associations. They can if they will unite them. This accomplished, the California Association and the New York City organization, could be brought in without trouble. The thing would then be done, and what a blessing it would be.

To have an end to bickering, abuse and unseemly strife. To have done with feuds and fights of long standing, to see the end of turmoil and unmercantile contention, of covering, of location wrangles, of high bidding in rentals, and all the rest of the folly that to-day characterizes opposition fights.

Is it not worth trying to attain? Is it not worth making some slight sacrifice in the matter of personal pride for? By all means, yes.

If Mr. Campbell's plan appears too radical, then a medium course between it and Mr. Schaefer's idea could be adopted. The principal thing to do now is to get together and make a start.

Fortunately the semi-annual meeting of the International Bill Posting Association is close at hand. This organization being the younger, it is meet and proper that overtures, if any, should emanate from it. Mr. Schaefer is its president.

THIS most important meeting takes place simultaneously with the annual convention of the Protective League of American Showmen, at the Hotel Emery, January 5, 6, 7 and 8.

It will be largely attended. Not only will members of the International Bill Posting Association be there in force, but many members of the A. B. P. A. who are also members of the P. L. A. S., will also be on hand.

Much material progress can be made toward amalgamation if the proper spirit is manifested. Mr. Campbell and Mr. Bryan will undoubtedly be present. Mr. Schaefer has already signified his intention of going. There is really not much more needed when you come to think of it. Just a little self-restraint, a little diplomacy, a little common sense, and there you are. Let there be no slip, easy and careful does it. What, oh, what will the outcome be? If they get together BILLBOARD will apprise its readers of the fact with details in an extra, the day it takes place.

Charleying not Confined to Bill Posters.

BY SAM W. HOKE.

There has been so much said about the bill poster with the Charleybox (and I have done some of the saying) that I want to make a few remarks about the other individual that uses the Charleybox, to the detriment of bill posting generally.

Some months ago the firm of Samuel Josephs & Co., cigar manufacturers, of New York, sent for me to paint some signs on their new factory building; since then I have had several interviews with them on the subject of painted and posted ads, and Mr. Joseph Josephs told me of one of their experiences with bill posting some years ago.

There is a custom among cigar manufacturers of offering various inducements to jobbers to get them to handle the goods, and one of these inducements sometimes is advertising. Mr. Josephs was worrying with a man he wanted to sell to in a town in Georgia, and finally he agreed to do \$5 worth of advertising if he would put in a case of the cigars. "I will post for you 1,000 posters; the posters itself costs me \$20, and the bill poster will charge \$30 for putting them out, making \$50 altogether."

"All right," said the jobber, "but you let me attend to the posting; I know the bill poster, and I can get a better deal out of him than you can; and I can probably get better locations than you can get from him. Just send on the posters with the goods and I will have them posted and send you the bill, or deduct the amount out of my settlement with you."

So the goods were shipped and the posters went with them, and some 30 days later the jobber wrote that the goods were not going well, at all, "and won't you do a little more posting? Another thousand sheets will fix things all right, and put your cigar on its feet in this town."

Another thousand were sent, after considerable figuring on how they were to come out even on expending all this money in such a small town; then came time for remittances from the jobber, but all letters to him on that subject failed to elicit any response.

After patience ceased to be a virtue Mr. Josephs took the train one night for Georgia, determined to get that money or close that store. As chance would have it, the town was reached about six o'clock in the morning, and after eating a few bites at the station he started to the store, only to find it not yet open. He then strolled around towards the bill posters, and got there just as he was opening.

"My first inquiries with the bill poster were as to the date that he placed the El Globo paper, and he replied that he had never seen any El Globo paper. 'Oh yes, you have; 2,000 sheets altogether; it was given you by Blank & Co.'"

"What! Them dam sheeneys! I never done a thing for them, neither for El Globo nor anything else." (Sheeneys is the word Mr. Josephs used in repeating the conversation, and he said it filled the bill very nicely.)

After satisfying himself thoroughly that the paper never had been posted, Mr. Josephs went around to the jobber's and asked for a settlement. After a good deal of circumlocution the jobber made out some offsetting claims, including \$60 for bill posting. "Who posted these posters?" asked Mr. Josephs. "Why, Mr. Paste, the bill poster, of course," was the reply. "Show me the bill for the work, show me your vouchers," said Josephs, and followed him around to keep him from getting out of sight long enough to go or send to the bill poster. Then he opened up on him and told him that he had not only cheated the bill poster out of that amount of work, but had attempted to cheat Samuel Josephs & Co., out of the cost of the posting and had cheated them out of the paper. "Now, gentlemen, I want the cash for the full amount of this bill, and I want it at once, or the Sheriff gets your establishment." After a good deal of hemming and hawing he succeeded in getting a settlement. "Now, I'll give you \$20 for those 2,000 posters," said he as a parting insult to the jobber; "and darned if they didn't treat them out and accept my offer, in spite of their previous affidavits that they had all been posted."

This true story is not told with the desire of creating a sentiment against bill board advertising, in the minds of those who had contemplated using this medium. No.

But when the manufacturer tells me that he did bill posting in a certain town and that it didn't pay—that he knows the posting was done because the jobber did it and the jobber was there to see that it was done and done right—then I shall ask him if he has the word of other reputable citizens that the posting really was done.

Mr. Josephs says frankly that if this hadn't occurred as it did that he would have believed bill posting to be absolutely valueless, for before seeing the bill poster he hadn't any doubts that the paper went out.

The fundamental principle of the 'close' association is fight, that of the 'open' association is argument.



The Sun says that E. Spencer of Machias, Me., and David Miller of Mount Vernon, Ind., (both distributors) are not reliable. This is a case of the pot calling the kettle black.

"Up-to-Date," a bright little monthly published by Will A. Molton, 143 W. Clair St., Cleveland, O., is devoted exclusively to distributing. For this reason if no other it merits the support of distributors everywhere.

Right! You are, Mr. Molton.

We have had many distributors write us that they have written Dr. Kilmer & Co. of Binghamton, N. Y., soliciting their distributing. In a short time they got a letter from the United Manufacturers and Publishing Co. of Cohoes, N. Y., saying that they have charge of all of Dr. Kilmer's advertising, and that the distributor must send two dollars and join their association in order to get Dr. Kilmer's work. In regard to this we will say that nearly a year ago Dr. Kilmer's advertising man wrote us for a list of our members, stating they desire to employ them in distributing their advertising matter. We sent them lists, and some time after we found they had employed only a few of our members in the smaller towns. In the meantime, we had notified all our members to write to them, and we found they turned all letters over to the Cohoes concern, which then endeavored to induce our members to join their association. Thus it seems that they are playing in each other's hands, and we advise all members to pay no attention to either concern. There is no profit in buying work. —"Up-to-Date," Cleveland, O.

TIPS.

The Viaduct Novelty Co., Algiers, La.
A. Elkington, 64 Paul St., Buffalo, N. Y.
Anderson Medicine Co., 1515 Arch St., Philadelphia, Pa.
Sen Sen Co., Rochester, N. Y.
Peruna Medicine Co., Columbus, O.
Excelsior Chemical Co., Lock Box 608, Rochester, N. Y.
Warners Safe Cure Co., Rochester, N. Y.
P. C. Thompson & Co., Philadelphia, Pa.

Personal Mention.

W. H. Case, of Fort Wayne, thinks the Christ mas BILLBOARD ADVERTISING was a dandy.—W. H. Steinbrenner is working five men constantly.—It is rumor, that schemer Coudon and his fake National Association has gotten into trouble with the post office authorities.—Geo. E. Fisher of Omaha, Neb., has dropped out of the International Association of Distributors and there are three applicants trying to get his place.—James L. Hill of Nashville, has an interesting article in another column.—J. R. Stroyer of Rochester, N. Y., has encountered considerable hard luck recently but things have once more begun to brighten up.—Where, Oh, where is Durboraw? Does anybody know.—Thos. Kain, who publishes *Our Advertiser*, came

BILLBOARD ADVERTISING.



Billboard is as much a single word as is railroad and it high time that bill posters spelled it as such.

The Great Western Show Printing Co., of St. Louis, get a portion of the Ringling work the coming season.

Chas. B. Hood & Co., of Chicago, have removed from the Schiller Building to the Deming Hotel Building.

The proposed amalgamation of those show printing houses who make a specialty of circus work is not making much headway.

Valentine & Francis, of San Francisco, were partially burned-out last month: fully insured. They are now running full force.

The W. J. Morgan Co., of Cleveland, O., have issued a circular letter announcing the fact that hereafter they wish to deal direct with the bill posters of the country.

An examination of one of the three-sheets used by the Sterling Remedy Co., leaves one in doubt as to whether it is intended to advertise No-to-bac or the Dando Print Co. An imprint is a good thing, but glaring offences like this one will lead to their abolition which will not be a good thing.

The poster printers of America do a great deal of hustling and create many a poster user annually. They do not ask bill posters for commissions either. It was a graceful and happy move on the part of the International Bill Posting Association when they made them illegible for membership.

The Great American Engraving and Printing Co., are at work running through their press an edition of 100,000 mammoth posters for Duke's Mixture (Tobacco) in four colors, which means 400,000 impressions, 200 reams of 60 pound paper and 1500 pounds of costly colored inks. This shows that poster advertising is still popular and is the second order done by this company for Duke's Mixture.

The annual scramble for circus orders is about over. The prices quoted in many instances were the lowest ever heard of. Despite this fact the bulk of the business went to the established houses at about the same figures that obtained last year. Most of the circus people were disposed to think that real economy consisted in paying a fair price for good paper rather than a low price for an indifferent article.

Assignment of Lithographers.

Theodore A. Liebler, Jr., and John A. J. Maass, who compose the firm of Liebler & Maass, lithographers and printers at No. 224 Centre Street, New York, assigned for the benefit of creditors to William S. Lewis. Liabilities, \$30,000; assets, \$40,000. The attorneys for the firm

attributed the failure to dull trade; slow collections, and inability to obtain further bank accommodations.

The following judgements were filed:
Burns, Charles S.—Joseph Saunders, \$495.47.
Bagot, Peter and William J.—Thomas C. Watkins, Jr., \$1,449.26.
Aaronsen, Rudolph; Miles M. O'Brien and others receivers, \$3,706.30.
Dahlman, Abraham—John F. Brigg, \$1,555.59.
Kohlhepp, John H.—James W. Packer, Jr., \$215.09.
Levi, Hannah—John S. Cram, trustee, \$1,666.63.
Steinfeld, David—Thomas Craig, \$245.62.
Steinfeld, David—Walter G. Schuyler, \$901.04.
Solomon, William—The State Bank, \$906.68.
Stoepe, Mary—Martin Raemussen, \$771.42.
Wilshusen, John—Henry S. Rokenbaugh, \$513.97.
Warns, Max—Bohlke Rosenbohm, \$951.80.

CONVERTED.

R. C. Campbell, Editor of the Official Organ, advocates an 'open' Association.

A most unexpected an pleasant surprise is encountered in the December issue of the *Bill Poster*. The leading article entitled "A Peep into the Future" is a tacit acknowledgement on the part of the editor that the 'open' association for which BILLBOARD has been contending these many months, affords the best if not the only solution to the difficulties with which the A. B. P. A. is at present battling. After outlining the plans and make-up of an ideal association, whose basis shall be the sixty cities of the first class in America. Mr. Campbell says: "Membership in this protective association need not necessarily be confined to the sixty cities. Any bill poster from any city, no matter how small the population, can qualify by showing that he has a good plant, that he is in a position to do good work and prepared to put up his membership fee. And no bill poster from any large city no matter where he may be located, can qualify unless he can show that he has a suitable plant for doing business. Let this be an organization compelling its members to do what is right, in no way countenancing wrong doing and offering cash indemnity to an advertiser who has been found by the arbitration committee to have been wronged."

These are his words and there is no mistaking his meaning. He is always clear and forcible.

Impulsive and hasty he often is, and sometimes, too, intollerant but he is never ambiguous. There is no equivocation, no beating about the bush with him. He meets the issue fairly and squarely and endorses the 'open' association.

The article is deeply significant, in fact it is more than that, for it means that either there will be another and a deeper schism in the ranks of the A. B. P. A. or that the 'open' association movement will achieve a final and a notable victory.

This last may be deferred but it is bound to come sooner or later. In the meantime, the cause has been greatly strengthened by the acquisition of "Fighting Bob," a more determined champion, a better stayer, cannot be found in all the craft. Hurrah for the 'open' association, for justice, decency and clean business conduct.

The truly wise man wants to learn. Only the ignoramus is content with what he knows.

JOLLIES.

Just received Christmas number and say - she's a dandy. Count us with you always.
HUSTLE ADV. CO.,
Fort Wayne, Ind.

Your Xmas number is great.
CLARENCE E. RUNEV,
Waukegan, Ill.

Allow us to compliment you on your magnificent Christmas number. It's a daisy.
THE AD-AGE, Boston.

Your Xmas number is superb.
P. F. SCHAEFER, Chicago.

I wonder how you did it—made so good an Xmas number, I mean. It knocks all other attempts silly.

SAM. W. HOKE, New York.

She's a corker. "HOTE," New York.

My Reference is my work, WHICH SPEAKS LOUDER
— THAN WORDS.

Bill Boards
and
Stands
Prominently
Located
On all the
Principal
Streets of
City.

ESTABLISHED 1864 STILL HERE

ALBERT WEBER
LICENSED BILL POSTER
LICENSED DISTRIBUTOR
AND GENERAL OUT-DOOR
ADVERTISER

OFFICE No 610 COMMERCIAL ALLEY

Distributors of
Merchandise,
Samples,
Booklets, etc.
Throughout the
Entire City,
Jefferson,
Gretna
and
Algiers.
Send for Prices.

NEW ORLEANS, LA.

High Class
Bulletin Signs.
Positions
and Execution of Work
Unexcelled.

Melvin's Bulletin Service,
Detroit, Mich.

Rates Low,
Service and Quality
Guaranteed.
Write for Prices
and Designs.

If You Want to Post

Chicago

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of vantage in the city of Chicago.

International Bill Posting Association. Semi-Annual Meeting.

Hotel Emory, Cincinnati, Ohio, January 6, 7 and 8, 1897.

P. F. SCHAEFER, President.

CLARENCE E. RUNEY, Secretary.

Printers' Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

A. E. BENTLEY,
Only Licensed BILL POSTER in
GUTHRIE, Capital of Oklahoma
Territory. 10,000 feet of space, and
satisfaction guaranteed. Rates
made known on application.

A. E. Bentley, GUTHRIE, OKLA
1000 Circulars, size 9x12 or smaller
Mailed in ten days for \$1. 100, 10c. silver.
Small papers mailed for 20c. per 100. Satisfac-
tion guaranteed. Address
J. T. LUMPKINS, NEVA, VA.

When you write, mention Billboard Advertising.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI:
NEW YORK:
CHICAGO:

SELDEN NYE,
BILL POSTER AND DISTRIBUTOR.
(Champaign and Urbana.) 1897. 201 W. Park St., Champaign, Ills.

**THE INTERNATIONAL
ASSOCIATION OF DISTRIBUTORS.**

CONTRACTS TO PLACE DISTRIBUTING MATTER
IN ANY SECTION OF THE COUNTRY.

..... Service of its Members Guaranteed.

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,
Soliciting Secretary, NASHVILLE, TENN

Distributors desiring to join, write for information, by-laws, etc,
TO

W. H. STEINBRENNER,
511 VINE ST, CINCINNATI, O.

UPON RECEIPT OF
3 Months' Subscription
TO

The Echo
(50C.)

We will send one copy of the famous
publication.

The Nude in Art.

With a 6 Months' Subscription
(\$1.00)

We will send 3 Different Numbers

The Nude in Art.

THE CHICAGO ECHO CO,
Fifth Avenue, Chicago.

PUZZLES only 25c. a 1,000 with your ad on.
Line samples and Ad-age 10 weeks for 10c.
THE AD-AGE, 503 Ad-age Bldg., Boston.

LICENSE. For \$2.00 I will
draft and for-
ward to any bill
poster in the United States or Canada, the
latest and most approved form of bill posting
ordinance in use. It is effective and protect-
ive. Address,

R. C. CARRELL,
DAYTON, KY.

SIDNEY, OHIO, C. P. ROGERS
Owns and controls all billboards and dead
walls in the city.
Also DISTRIBUTING carefully attended to


Pueblo, Colo. Pop. 40,000
JESSE MITCHELL
Does Distributing and Tacking.
References If Required.

When you write, mention Billboard Advertising

R-I-P-A-N-S

ONE GIVES RELIEF.

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.



Philip B. Oliver.
Licensed City BILL POSTER.
AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets.
Special Attention Given to Commercial
Work and Distributing.
All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 23,000.

B. T. ROBINSON,
City Bill Poster,
CLIFTON FORG, VA.

Correspondence Solicited.

The HOWLAND Advertising Sign Co.
ROME, N. Y.
Roadside Advertising a Specialty.
L. HOWLAND.

Circulars and Samples Distributed.
Signs Tacked Up in McLean County.
Arthur Arnold, Lexington, Ills.
Box 743.

There May Be Others
Who do DISTRIBUTING in
Rochester, N. Y., but we do
just as good work—if not a
trifle better. * * *
J. E. STROYER & CO.
114 WELD STREET.
Members of International Ass'n of Distributors

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs.
Population 70,000. I guarantee the value of all
Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager.

The Advertising Novelty Co. 32-34 E. Third St.
CINCINNATI, O.
W. D. HENDERSON, Jr., Prop'r.
Manufacturers and dealers in everything for Ad-
vertisers, including calendars, cards, novelties,
blotters, foot rules, yard sticks, ink wells, ther-
mometers, folders, hangers and clocks.

Modern Sign Writer
and Ornamentor.

A choice collection of scrolls and alphabets in
colors. A valuable book for sign painters.
43 Plates. Price \$2.50. Address
GEO. FUNNELL,
No. 3 E. 8th St., Cincinnati, O.
When you write, mention *Billboard Advertising*.

1891. — MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS. — 1897.



W. H. CASE, MANAGER.

The Hustler Advertising Co.

CONTRACTORS OF
**Out-Door Advertising in all
Branches.**

OUR SPECIALTY.
Careful house-to-house distribution.
Prompt personal service at all times.

If you have "turned over a new leaf"
place this season's work with us
and double results.

24 N. MINER ST., FORT WAYNE, IND.

George H. Bubb,
LICENSED
City and Suburban
Bill Poster and Distributor,

OFFICE, 502 PINE STREET,
WILLIAMSPORT, PA.

"THERE ARE OTHERS!"
But we are the only Licensed con-
cern in the city of Williamsport
Penna. that have done Bill Post-
ing, Distributing and Sign Tack-
ling exclusively for the past 12
years. No other firms in the city.
We personally superintend the
posting of bills and distributing
of all matter, any kind, circulars,
pamphlets, books, newspapers,
almshouses, samples, etc. We have
an established reputation, both at
home and abroad. Our long and
continued success is ample proof
that we give honest service. Con-
tracts made for Mansfield, Pa.,
and all Tioga Co.

The Enquirer
Job Printing Co.
Cin. O.
THEATRICAL

**DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.**

Our Date Book for Season 1898, '97-'98 now ready,
and will be sent postpaid on receipt of 25 cents.

Poster
Work
Our
Specialty

No Office Complete Without It.

Business

A Practical Journal of the Office.
It saves money by discovering the
best way of doing things in the office.
It treats particularly upon

ACCOUNTING, OFFICE ROU-
TINE, BUSINESS MANAGE-
MENT AND ADVERTISING,
and incidentally upon FINANCE,
MANUFACTURE, TRANS-
PORTATION, COMMERCE
and ECONOMICS.

The stated departments of the paper
include OFFICE MAIL BAG, being letters
from practical men on office and busi-
ness topics; OFFICE RECORD, con-
taining illustrated descriptions of new
devices; BUSINESS LITERATURE, or
reviews of new books; ART AND PRAC-
TICE OF ADVERTISING, presenting stud-
ies in successful publicity; INSTITUTES
AND ASSOCIATIONS, recording the
transactions of the organizations among
office men; and BUSINESS LAW, pre-
senting articles on law topics of spe-
cial importance to business managers.

The supplement, PRACTICAL AC-
COUNTING, contains carefully prepared
articles on accounting methods, in-
cluding descriptions in detail of the
accounting practiced in leading estab-
lishments.

Monthly, 40 pages, illustrated, in-
cluding supplement, \$2 a year. Sample
copies (mentioning this advertisement)
free.

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

ADS Like everything else, must be at-
tractive. I have had many years
experience and have **WRITTEN** hundreds
and have of ad-
To any business man who will send 10 cents in
silver and a 2-cent stamp, I will **FREE**
write a sample ad, absolutely
JOHN C. LOCHNER,
AUBURN, IND.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.
Fast setting, always gives satisfaction. No
weighting down. Write today. The best for move-
ment in hitching up. Agents wanted. Send stamp
for circular. Price, \$1.25. State rights for sale.
THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

ADVERTISERS, LOOK HERE!

— We mail and distribute circulars at Three
(\$3.00) Dollars per thousand. Postage paid
by us. We guarantee our service. Bills
posted throughout the South. Signs tacked
up. We can give best of references. We
also furnish names and addresses, news-
paper clippings. Try use once, and be
convinced, as we know that in our territory
advertising in this way always pays. As
— we have pleased many, we know we can
please you. We praise your goods while
we are distributing. We represent the I.
A. of D. The population of our territory is
225,000.

C. A. HENDERSON & CO.,
Jackson, Ga.

100 No. 6 ENVELOPES Printed and Sent
Post Paid for 30c. 25 for 10c.
GEM CARD CO. [B-A] North Cramer Hill, N. J.

Circulars Distributed in Stockton, Pop. 100,000
Rates Reasonable. Circulars mailed 10c. per 100
JOHN J. TISCHNER, Prop. Gem Card Co.
PAVONIA, CAMDEN N. J.
When you write, mention *Billboard Advertising*.

MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y.,
Distributors and
General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited.
Middletown is the Railroad and Commercial Hub of Orange County. Population,
City 15,000; County 97,760. Members International Association of Distributors.

HENRY C. CROSBY,

Advertising

Signs.

Romaine Building,
PATERSON, N. J.
1597

FREE! Names and addresses of honest, prompt and
reliable Mailing, Distributing, Clipping, Sub-
scription, Printing, Local and General Agents,
furnished *free* to Advertisers. 100 Circulars hon-
estly mailed per day for 10 cents; 1000 for \$1.00
cash. Job Printing or advertising space accepted
Our Patrons are Our References.
THE MONUMENTAL ADVERTISING ASS'N
BALTIMORE, MD. 1597

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

EVERY BILL POSTER

ADVERTISER

WANTS AND NEEDS

Profitable Advertising

(ILLUSTRATED.)

The Advertiser's Trade Journal of
New England.

Full of ideas and suggestions for
the Publicity Seeker.

Subscription Price, \$1.00 per year.
Send 10c. for sample copy.

KATE E. GRISWOLD,
Editor and Publisher,
13 School Street, BOSTON MASS.

POSTERS HAND BILLS

OF ALL KINDS AND

TOO.

The best work and lowest prices that can be
obtained in all America. Write us.

THE GREAT American Engraving and Printing Co.

T. R. DAWLEY, Pres.

57 BEEKMAN ST., NEW YORK.

R. E. ROYLANCE, Sec'y.



THE SHOW PRINTING HOUSE
OF THE WEST.

DESIGNING AND ENGRAVING.

HALFTONE, PHOTOGRAVURE,
LITHOGRAVURE, ZINC ETCHINGS

FINEST QUALITY BOX WOOD ENGRAVING.

**NEW AND CATCHY WORK IN
BLOCK STANDS, 3
THREE SHEETS & STREAMERS.**

**BRIGHT & NOVEL
ADVANCE WORK
FOR STREET & HOUSE A SPECIALTY**

DATES ARE OUR STRONG POINT
WRITE FOR
OUR COPYRIGHTED SCHEME.

**DATE ROUTE BOOKS ARE THE FINEST IN THE
WORLD ASK FOR ADVANCE SHEET.**

**FIRST CLASS WORK
PROMPT SHIPMENTS.**
EIGHTEEN YEARS UNDER THE MANAGEMENT OF
J. BONI. HEMSTEDER.

D. B. BEEMER, MANUFACTURERS' AGENT.

1422 DODGE ST., OMAHA, NEB.

Introduces and pushes sale of articles of merit and practical utility to the trade and to consumers,
through canvassers, in OMAHA, SOUTH OMAHA and COUNCIL BLUFF, having a combined popu-
lation of 175,000 people.

DISTRIBUTION OF CIRCULARS, SAMPLES, ETC.

effectually done as the local representative of The W. R. Molton Advertising Co., of Cleveland, O.;
The United Mfg. Adv. Co., of Cohoes, N. Y.; The National Adv. Ass'n of Atlanta, Ga.

300 NAMES

And Addresses of Indiana Farmers. Only 4 at a
post office. Guaranteed reliable, \$2 for the whole
list. Address John C. Lochner, Auburn, Ind.

La Crosse, Wis.

Is situated in the rich milling district of the
Northwest. LaCrosse and surrounding coun-
ties present a rich field for advertising.

Circular Distributing.

We distribute circulars and tack up signs
in La Crosse and five adjoining counties.
We do good, prompt, efficient work, and
guarantee satisfaction in every particular,
our prices range from \$1.50 to \$3.00 per 1000
according to size and method of distribut-
ing. WRITE TO US.

Circular Mailing.

We mail circulars to all parts of America
at the rate of **100 PER DAY**. They are
mailed to all classes of people. Only good
fresh names used. Our prices are 10 cents
per 100, \$1.00 per 1000. Terms cash with or-
der. Send us a trial order and it will re-
ceive prompt attention.
Please remember us when placing your
work.

STAATS ADV. & DIST. AGENCY

LA CROSSE, WIS.
Popu. of LAX 30,000.

WILLIAMSPORT, PA. Pop. 35,000

S. M. BOND,
GENERAL DISTRIBUTOR,

Rates Reasonable. Good Reference.
Member International Ass'n Distributors.

SIGNS AND SAYINGS

Say your Say on
SIGNS NAILED UP
Where they will be read, or in
CIRCULARS Distributed
Where they will pay.

Member International Ass'n Distributors
Jas. Donaldson, ITHACA, Mich.

1869 Taunton Bill Posting Co. 1896

BILL POSTERS & DISTRIBUTORS,
Best Boards. Best Stock. Best Workmen
A. B. WHITE, Mgr. and Treas.
Office, 45 Cohanett St., Taunton, Mass.

W. S. BYE, Manager. Member International Association
of Distributors.
The Cedar Rapids Ad. and Distributing Agency.

720 South 5th St.,
CEDAR RAPIDS, IA.
Contracts made for distributing all kinds of circulars, samples, etc. Signs and show cards tacked.
Names, addresses and newspaper clippings furnished. Our location is one of the finest distributing
centers in the west. Advertisers investigate us.

Distributing Office, N. W. Cor.
Mount and McHenry Sts.,
I have two teams, employ none
but capable honest men. Work faithfully done. Popula-
tion 50,000. Best reference. Member I. A. of D. 1597

Jno. H. Jones,
JOHN T. WILLIAMS,
346 Morrison St., PORTLAND, OREGON.
Population 90,000. 1597

Established 1868.

Posters!

Commercial,
Circus,
Theatrical.



LARGELY INCREASED FACILITIES FOR 1897.

HENNEGAN & CO.

Poster Printers.

Cincinnati.

ON AND AFTER JULY 1st 1897, BILLBOARD ADVERTISING WILL BE KNOWN AS

THE BILLBOARD.

VOL. IX., No. 1.

CINCINNATI, FEBRUARY 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

BEER ON THE BILLBOARDS.

BY SAM W. HOKE.

If there is any one article of commerce that appeals to every class and kind of people, that article is Beer. There are people, of course, who don't drink beer; there are some people indeed who do not eat meat. So I can't truthfully say that everybody drinks beer.

But beer is the drink of the masses, and it is the drink of the great middle classes, and, in bottles, it is not despised by the millionaire, who frequently prefers it to champagne. Everybody but the teetotaler drinks beer.

Now when the brewer begins to figure out some way by which his beer can be made known to and liked by every possible customer, it is only natural that he should turn to the billboard in preference to all other mediums.

The billboard is read by all the wealthy classes—they can't help it, unless they are blind; these people also read the newspapers, some newspapers, of course. The billboard is read by all the great mass of humanity known as the middle classes, a good share of whom also read the newspapers, some newspaper, some time during the week. The billboard is also read by the poor, the very poor, the people who seldom if ever see a newspaper; but they all drink beer—if they drink at all.

The usual reply by the average brewer when solicited to do advertising of most any kind, is that he must have the saloon keeper, that "no matter how much my beer is called for, the saloon that belongs to my competitor will not sell my beer." Certainly not. But the beer that is made popular is the one that has the call with the most saloon keepers; the ones whose trade is the most worth having are the ones that are going to flock after the brewer whose beer is most called for.

And this is where the billboard helps the brewer at both ends; it hits the drinker and the seller of the beer, and if the poster is a good poster it makes the saloon keeper want the beer almost as much as it affects the consumer. And after a dozen or so of his regular customers have asked for Gugenheimer's beer, "because that dandy poster girl says it is immense," the saloon keeper begins to think that he had better make arrangements to handle that beer.

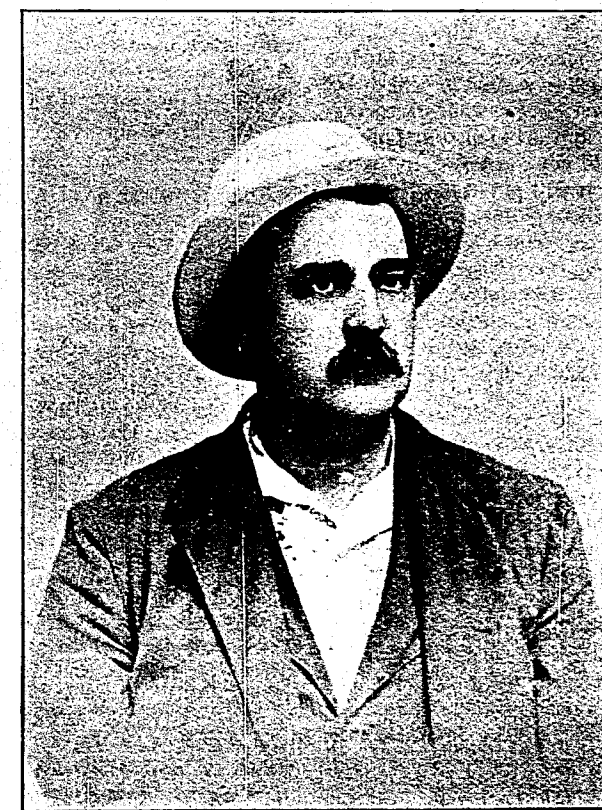
All saloons, however, are not bound to a special brewer, and those that are not, are quick to lay in goods that are frequently called for, and that seem to deserve their popularity.

The brewer who does begin to use posters should not expect them to do everything; the poster, if it is the right kind, will pave the way; it will make the consumer want your beer, and it will make

the dealer want to sell your beer, but you must be ready to help the ad along; give it a helping hand by putting on extra forces of salesmen, canvas the trade thoroughly, tell them what you are doing and what you intend to do to help them if they sell your beer. The average consumer won't insist on having your beer at first, until he has had a chance to become acquainted with it, so you should use every legitimate endeavor to get your article on sale at the very first, so far as possible.

gested that this is better than "rubbing in" dry, because the paper needs some moisture to soften it and allow it to lay close to the board while the paste sets.

Klaw & Erlanger, who announced last month that the billboard must go, so far as they were concerned, have a play on this month at Wallack's Theatre here. As the bill posters have no grievance against Wallack's, Messrs Klaw & Erlanger magnanimously allow this attraction to be billed.



JOHN CHAPMAN, Cincinnati, O.

In spite of the great competition in the business, still there is a good margin of profit in beer, and the brewer who will devote half of this profit for a year to a judicious use of the billboards will be surprised at the extraordinary results in increased sales, not only during that year but for subsequent years.

The season is again upon us when frozen paste on the surface of posters renders some very beautiful designs unreadable. This could not only be avoided but paste could be saved at the same time, by carrying a pail of clean water and an extra brush, to "rub in" with. It has been sug-

Competition in New York City has done more toward popularizing bill posting than any other one thing. Each of the bill posters has striven to out-do the others in locations and in well built boards, and the advertisers are attracted to the service on that account. And still there are people who will say that the oldest and strongest law of trade does not apply when it comes to bill posting. On the first of January a year ago, the bill posters here increased their rates, and it seemed that their business boomed all the more on that account.

The Canadian Bill Posters' Association have adopted a scale of prices, basing on

populations of the towns, same as the plan adopted by the International and the Associated Associations.

At first glance this plan looks as simple as can be, and it would seem that there were no further need to write to an association member asking rates. A census report seemed all that was necessary.

But my friend Plummer, of Asheville, who is working on the International schedule, wanted to add in all the visitors, which shoves another cent onto his rate; and Bally Carroll says that all the suburbs belong to Albany, and swell the population to the 12c mark. And George Castner says "Census be hanged, Syracuse has 130,000", instead of the measly little \$5,000, as the government counters claim. The humorous part of the Castner claim comes in the fact that he was rather indignant that I should ask his rate when I had his beloved *The Bill Poster* to consult. And it was only when he called on me the other day that I knew his census ran so far above the government's.

Mr. A. L. Force, of Plainfield, N. J., made me a rate of 4c for 15 days and 12c for 30 days, which he claims to be regular association rates. I don't know what association I am sure.

But the Canadians seemed determined to avoid these difficulties; they provide that if the population shall have materially increased since the last official government census the member from that town may obtain a certificate from the town clerk, showing the population as taken by the assessor, and forward it to the secretary for consideration by the executive committee.

Editor of THE BILLBOARD:

My attention has been called to the fact that Ed. Stahlbrodt has been shipping out paper to the International members, and deducting 16 2/3 per cent. on all sums of one dollar and upwards. I wish to call the attention to Article XIX.

COMMISSIONS.
Middlemen, advertising agents, poster printers, and bill posters shall receive commissions on all paper sent out for general posting, provided they have personally solicited and secured same, and have worked out the necessary detail incident to its general distribution. Commissions:

10 per cent.	on all sums under \$5.00.
12 "	" " " of \$5.00 to \$10.00.
16 2/3 "	" " " over \$10.00.

International members are requested to live up to this schedule, and report any variations to P. F. Schaefer, President, 395 West Harrison St., Chicago, Ill.

Yours truly,
CLARENCE E. RONEY, Secretary.

D. R. Talbert, advertising agent of the California Fig Syrup Co., writes us that he cannot get along without THE BILLBOARD, and encloses his subscription.



There will be a bench show in connection with the Cincinnati Poultry and Pigeon Show in February.

Secretaries will confer a great favor by sending us their dates for 1897 at the earliest possible moment after they are decided upon.

The Germantown Fair Company assigned January 11. Assets \$400. The company only rented the grounds. The liabilities amount to something over \$1000.

Mr. S. R. Montgomery has been elected President of the Memphis Jockey Club, to succeed Capt. George Arnold. The new secretary of the club is Mr. M. N. Macfarlane.

The next exhibition of the National Horse Show Association of America will open at Madison Square Garden on Monday, November 15; a week later than the show of 1895.

It is with regret that we announce that Mr. Arthur Babbitt will no longer edit this department of THE BILLBOARD. His time is so taken up that he cannot give it the attention he would like and hence he resigns.

The Stewards of the Kentucky Association (running), met January 13th and decided to hold the spring meeting from May 3 to 10 inclusive. The same stakes as offered last year will be opened, with \$750 added to each.

The Ohio State Association of Fair Presidents and Secretaries held its annual convention at Columbus, January 13. The following officers were elected: President, Charles H. Ganson, Urbana; Vice President, H. L. Wiggins, Hillsboro; Secretary-Treasurer, George W. Carey, Delaware; Executive Committee, C. H. Ganson, ex-Officio, Urbana; George W. Carey, Lebanon; W. I. Tenney, Troy; Albert Hale, Akron; J. L. Wilson, London.

At the annual meeting of the Berks County Agricultural Society, Reading, Pa., January 2d, Mr. James McGowan was elected President. Cyrus T. Fox, Secretary, Stephen M. Meredith, Corresponding Secretary and M. N. Ritter, Treasurer. This is Mr. Fox's twenty-second term as Secretary of the association. The dates for the 1897 meeting will be September 7 to 10 inclusive, while a spring meeting will be held June 2 to 4. Mr. Fox is one of the most efficient of Eastern secretaries.

At a meeting held January 6th, at the Hotel Manhattan, a new Horse Show Association was formed. H. L. Herbert, President of the Polo Association, presided. Among those present were P. F. Collier, of the Monmouth County Club; Sidney Dillon Ripley, O. W. Bird and Perry Tiffany, of the Meadow Brook Hunt Club, and C. Albert Stevens, of the Rockaway Hunt Club. Dr. Louis Lanchart, Samuel Willets, Charles G. Peters and Charles R. Howe. Samuel Willets, Perry Tiffany and J. B. C. Tappan were appointed a committee to draw the constitution and apply for papers of incorporation. It was decided to hold a three day horse show in May

on the grounds of the Queens County Agricultural Society, at Mineola, Long Island, and to give the profits of the first show to St. Nicholas Hospital, Garden City. There will be steep-chases and flat races, with gentlemen riders up, and prizes offered for hunters and high steppers.

There is the liveliest kind of a fight on in Toronto. Shepard, manager of the two theatres, is doing his own billing, and the Toronto Bill Posting Co. object. Covering is the order of the day, and it has resulted in several rows, one of which necessitated the riot alarm being sounded.

CONVENTIONS, Fairs, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.
Albany N. Y. Annual meeting of the National Assembly L. A. W. Feb 10-11
Buffalo N. Y. Brick Mfg National Assn Feb 2-5
Chicago, Ill. Illinois Press Assn July 7
Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
Chicago, Ill. Master Painters and Decorators Convention. Feb. 9-11, 1897.
Chicago, Ill. Annual Convention of the National Master Painters and Decorators Association, Feb. 9-11, 1897. Thomas A. Brown, pres., Washington, D. C.
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters and Decorators Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
Cincinnati O. 46th annual reunion of Ancient Accepted Scottish Rite Masons Feb 23-25
Cincinnati O. Irish Landwehr Verein Aug 2
S. B. Bowright sec. C. I. O.
Cincinnati O. Brotherhood of Locomotive Firemen Jan 21 J. V. Reynolds sec Cleveland O.
Columbus O. Army of the Cumberland Sept 21-23
Cincinnati O. Brooklyn Bowlers Feb 2-6
Cincinnati O. International Sheet Iron and Cornice Workers Feb 8 James F. Hughes sec Pittsburg Pa.
Cincinnati O. Western Canned Goods Packers Assn at Grand Hotel Feb 9-12 H. P. Cannon sec Bridgeville Del.
Cincinnati O. Atlantic States Packers Assn at Grand Hotel Feb 9-12
Cincinnati O. The American Carnation Society Feb 18-19 Albert H. Herr sec Lancaster Pa.
Cincinnati O. The Survivors Volunteer Firemen's Assn Feb 22 John Wright sec Cincinnati O.
Cleveland O. Merchant Tailors' National Exchange Feb 9-11
Galveston Tex. National Editorial Assn Feb 16
Kansas City Mo. 3rd annual Kansas City House Show Fairmount Park Sept 7-13
Louisville Ky. Department of Superintendence of National Educational Assn Feb 16-18
Louisville Ky. National Saddle Horse Breeders Assn Feb 22
Memphis Tenn. Convention of Populist Editors Feb
Nashville Tenn. Laundrymen's National Assn Sept
Nashville, Tenn. Berkshire Record Association. Feb. 10-11, 1897.
Newark O. Newark Driving Assn John H. Swisher pres. C. Seymour treas Sine
New York N. Y. American Paper Mfg Assn Feb
Philadelphia Pa. German American Journalists Assn Date not decided
St. Louis, Mo. Third Annual Convention of the International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, sec'y, Waukegan, Ill.
Troy N. Y. New York State Assn of Master Painters and Decorators July 8
Warren O. Oak Grove Driving Club July and Aug. B. F. Pew pres, M. S. Clapp sec
Washington D. C. Universal Postal Congress May

List of 1897 Fairs.

INDIANA.
Middletown Aug 3-7
Hagerstown Aug 9-14
Newcastle Aug 16-21
Muncie Aug 23-28
Elwood Aug 30 to Sept 3
Terre Haute 32d annual Aug 30 to Sept 3 W T
Beaumont pres, W D Duncan sec
Kokomo Sept 6-10
Greenfield Sept 13-18

OHIO.
Napoleon O. Napoleon Fair Co H C Groschner pres, J L Halter sec
Mt Sterling O. Mt Sterling Fair Co W R Richards pres, T J Burgett sec

PENNSYLVANIA.
Reading Pa Berks Co Agri'l Soc Sept 7-10 James McGowan pres, Cyrus T Fox sec

Dog Show
Baltimore Md Kennel Assn May 23-26

Expositions.
New York N. Y. Inter Art Expositions of U S at Lenox Lyceum April 7 to May 26
Memphis Tenn April 10 to May 1
St Louis Mo May 1
Nashville Tenn May 3-12
Louisville Ky May 6-22
Morris Park N Y (Spring) May 8-29
Toronto Ont Ontario Jockey Club May 22-29 inc
Latonia Jockey Club Ky May 24 to June 26

Races.

Little Rock Ark March 29 to April 8
Newport Ky April 1 to May 26
Memphis Tenn April 10 to May 1
St Louis Mo May 1
Nashville Tenn May 3-12
Louisville Ky May 6-22
Morris Park N Y (Spring) May 8-29
Toronto Ont Ontario Jockey Club May 22-29 inc
Latonia Jockey Club Ky May 24 to June 26

GEO. P. ROWLEY, LEROY, ILL.
Bill Poster and Distributor.

AGENTS WANTED FOR
Dr. McLaughlin's Diphtheria Specific.
Sample bottle soc.
Star Med. Co., BUTLER, O.



A NEW INVENTION! STONE'S PATENT BILLBOARD.

PATENTED AUG. 22, 1893.

The board is put up together in sections, without either nails or screws, or digging holes, and can be made of any desired length or height. The board can be erected on the pavement or top of the ground, or it can be hooked to buildings or fences. If a person has a number of boards, and he desired to erect a long board, it is a matter of only a little time to get them together and put up the boards, section after section, as the sections are built alike and will fit. The only patent billboard in the U. S.
#2-Town, City, and State rights for sale. All Territory for sale but New England States. I have no agents selling for me.
For terms, full particulars and directions for making, address the inventor and patentee.

FRANK R. STONE,
BILL POSTER & CIRCULAR DISTRIBUTOR,
MIDDLEBURY, VERMONT.

B. YECKER & CO.

LANCASTER, PA.
OWN AND CONTROL
all Bill Boards
in the City.
T597
**BILL POSTERS AND
GENERAL DISTRIBUTORS.**

WM. COOK,

CITY BILL POSTER,
Lock Box 41,
FULTON, Oswego Co., N. Y.

H. K. APPLE, INDIANA SIGN CO.

SIGN WORK OF ALL KINDS TO ORDER.
Bill Posting and Circular Distributing
A SPECIALTY.
10,000 Square Feet of PRIVATE SPACE at your disposal. Give me a trial and you will not regret it. Terms reasonable.
H. K. APPLE, INDIANA, PA.

CRITTENDEN & CO., City Bill Posters and Distributors, CENTRALIA, ILL.

We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory.

I don't want the Earth—only a chance to live on it. As I give personal attention to All Work, I can Guarantee Satisfaction.

A. W. RADER, CITY BILL POSTER, Distributor and Theatrical Baggage Transfer.

**Office, Cor. 9th St. and Alley C,
WHEELING, W. VA.**
Work done in adjacent towns.

Donat J. Lefebvre

**RELIABLE . . .
DISTRIBUTOR**

Of All Kinds of Advertising Matter.

BOX 483, MANCHESTER, N. H.

UTAH AND CALIFORNIA

Are two of the most magnetic names in the roll of states and the best way to reach them is over the

Rio Grande Western Railway,

"Great Salt Lake Route."

As the title indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully and you will choose the R. G. W. for this reason as well as for the magnificent scenery, superb equipment and fast time.

WRITE TO

F. A. WADLEIGH,

General Passenger Agent, Salt Lake City, Utah,
for particulars.

SELDEN NYE,

BILL POSTER AND DISTRIBUTOR.
(Champaign and Urbana.) T597 201 W. Park St., Champaign, Ills.

THE AMERICAN CLUBMAN!

The leading club publication and having the largest circulation of any paper of its class in the south. The cover is handsomely illustrated in two colors and the design will be changed from time to time.
Reaches the busy business man at his club where he has time to read. On file at all principal clubs in the United States. Advertisers of all good goods will find it a paying medium. Issued the first day of each month.

Subscription 50 Cents per year.

Advertising Rates:
\$2.00 per inch—single column—per issue, on back cover in two colors.
\$1.50 per inch—single column—per issue on inside pages.

Address, The American Clubman,
713 Union St., NEW ORLEANS.

WANTED!

Back numbers of
The Sun,
published in Philadelphia by Clem. H. Congdon. Will pay handsomely in cash for a complete file.

JAS. H. HENNEGAN,
127 E. 8th St., Cincinnati, O.

**R. W. BONDURANT, 407 12th St.,
LYNCHBURG, VA.**

I distribute Advertising matter on trial and if results are satisfactory you can pay me after work is done, or will agree to give me more work and pay me for same. Send trial at once.

**JOHN L. MARSH,
Vancouver, Wash.,**
Box 5.

City Bill Poster and Distributor.
References Furnished. Population 5,000.
When you write, mention *Billboard Advertising*.

Our Great 1897 Offer!

For only one (\$1.00) dollar, we will send the New York Musical Echo for one year, and two hundred novels free.

The New York Musical Echo

Is the greatest music and fashion journal in America. It consists of thirty-six full large size sheet music pages, with six to eight complete vocal and instrumental pieces of delightful music. Thirty to forty illustrated fashions, six large portraits of pretty actresses, elegant reading matter, recipes, etc., on finest book paper. All for \$1.00 a year.

The two hundred novels we give free, are:

Bright Novelettes, Stories of Love, Railroad Stories, Tales of Romance, Humorous Stories, Sea Stories, Sketches of Adventure, Stories of Home Life, Stories of Dramatic Order, Stories of all Lands, Stories of all Sorts of People, Jokes that are short and sweet, Jest that are to the Point, Morsels of Mirth and Bits of Wisdom.

Every reader will find something enjoyable, Pleasing, Amusing,
Instructive or Thrilling.

They are by the well known authors as: Sylvania Cobb, Jr., Olivia Optic, Horatia Alger, Jr., Ned Bunkleine, Mrs. May Agnes Fleming, Emma Garrison Jones, Esther Serle Kenneth, Mary Kyle Dallas, Josiah Allen's Wife, Mary Cecil Hay, Mrs. Mary A. Dennison, Clara Augusta, and others.

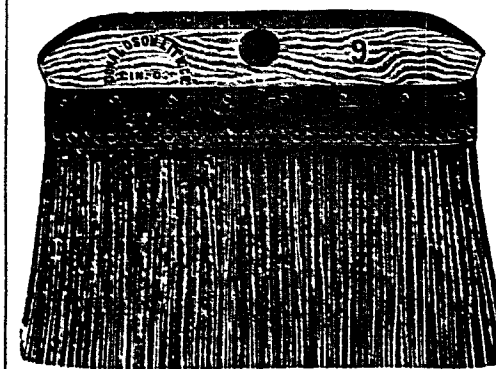
Address all orders to

NEW YORK MUSICAL ECHO CO.,

Southern Branch,

163, 165, 167, 169 Congress St., SAVANNAH, GA.

PASTE BRUSHES



This Brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

8 Inch, - \$2.25 Each.
9 " - \$2.75 "
10 " - \$3.00 "

This is our Celebrated

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

8 Inch, - \$2.75 Each.
9 " - \$3.00 "
10 " - \$3.25 "

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

Very Little

Can be said about poor distributing—it's just the reverse with good work. We do not claim to give you a dollar for a penny, but we do the work that pleases.

J. E. STROYER & CO.,

Licensed Distributors,
114 Weld St., Rochester, N. Y.
Member I. A. of D.

ESTABLISHED 1853.

WILMINGTON

**Bill Posting, Distributing and
Advertising Co.,**

Grand Opera House, WILMINGTON, DEL.

JESSE K. RAYLIS, } Props.
GEO. W. JACKSON, }
D. K. JACKSON, Superintendent.

GEO. L. EDLOFF, Pres. L. V. COOMBS, Sec'y and Treas.

Outing Sign Co.

**Cor. Second
and Ludlow, Cincinnati, O.**

When you write, mention *Billboard Advertising*.

FINE POSTERS

PRODUCT OF

THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

IF YOU WANT TO ADVERTISE ANYTHING, ANYWHERE, AT ANY TIME USE POSTERS.
WE HAVE THEM IN STOCK (SYNDICATED) AND WE MAKE THEM TO ORDER.

Our syndicated posters embrace designs suitable for clothiers, hatters, shoe dealers, merchant tailors, dentists, jewelers, grocers, milliners, tobacconists, furriers, dealers in ice, stoves, hardware, refrigerators, ladies' cloaks, wraps, jackets, shirt waists, coal, queensware; also posters for amateur entertainments, benefit performances, fairs, bench shows, poultry shows, flower shows, picnics, balls, base ball, foot ball, horse races, boat races, bicycle races, etc.

A WORK OF ART.

THE superb poster which we illustrate herewith is a masterpiece. It is after an original design of the celebrated artist, Asa Richards Cassidy. It is a practical poster. Do you know what that means? It means that it will sell beer. The so called "modern high art posters" will not. They are only fit to scare children, to puzzle grown folks and to repose unseen in the portfolio of collectors. Practical posters, real posters like this, will catch the eye and hold the attention of the observer until its story has been firmly fixed in his memory. Thereafter every time he encounters one, that story will flash across his mind. He will encounter them often, too, for they are here, there and everywhere. A dozen two dozen, times a day, week in and week out until the merits of ———'s bock beer are drilled into, nay, fairly burned into his very brain. That is the sort of advertising you get if you put your money in posters. We print your firm name, trade mark, street address, brand of beer and much other matter as you may desire and furnish them to you at the following prices, viz.:

10 for \$9.00 25 for \$18.00 100 for \$37.00
15 for 11.75 50 for 33.00 150 for 84.00
20 for 15.00 75 for 45.00 200 for 99.00
This poster is seven feet high and ten feet long and lithographed in colors. We will send a sample to any brewer in the United States or Canada, all express charges fully prepaid, for eighty cents. The delay and expense of sending for samples can be saved by consulting your city bill poster who has the sample on hand and is conversant with our methods of doing business. If you will drop him a postal he will call on you and tell you all about it besides giving you many a valuable pointer besides.

ANOTHER.

We also have a fine new whole sheet bock beer poster, exquisitely lithographed in colors. A whole sheet poster is 2½ feet wide by 3½ feet high. It makes a good hanger for windows and inside work on screens, etc. We sell them with your card printed on them as follows, viz.:

25 for \$2.75 100 for \$7.50 300 for \$19.00
50 for 4.75 150 for 11.00 500 for 30.00
75 for 6.50 200 for 14.00 1000 for 55.00
Send seven cents in stamps for a sample. Your city bill poster also has a sample of this.



No. 420. NINE SHEET. 3x3. SIZE: SEVEN FEET HIGH BY TEN FEET LONG.

TWO LETTERS AND A SONG FROM TWO BILL POSTERS AND A MERCHANT.

THE DONALDSON LITHO. CO., Cincinnati, O.
Gentlemen:—We have used your one sheet poster No. 1041, the past two years and this year in addition to above we used your nine-sheet No. 599. The goods are ordered through Mr. Thos. Keyes, our city bill poster, and used for holiday trade. We pronounce them a decided success. Our December trade this year was the largest we ever had. We give the poster advertising the credit.
Respectfully yours,
G. F. WHITNEY & SON.

Will I smoke with you? I will.
As the ringlets rise, my quill
Will trace a lay
This Christmas day.
To you and yours of right good will.

We're glad to see you grow!
You've surely earned a "show."
Just keep your lick up
While we boys "stick up!"
For the Donaldson Litho. Co.

W. R. BURNITT, Ardmore, I. T., Dec. 25, 1896.

May your days be those of peace;
May your flock and herds increase
With well filled coffers
May you mock the scollers
Whose cry is "posters cease."

Meridian, Miss., Jan. 15, 1897.
THE DONALDSON LITHO. CO., Cincinnati, O.
Gentlemen:—Allow me to thank you for the prompt attention you have given my orders during the past year. I appreciate it greatly. I do the opera house billing here and come in contact with theatrical agents constantly. They are always in more or less trouble about delayed shipments. I invariably advise them to buy Donaldson paper and stop kicking. Wishing you a happy and prosperous New Year, I am
Yours truly,
L. D. HOFFER, City Bill Poster.

That long delayed Catalogue of ours is finally completed. If you have written for one before please write again. It is worth your while, because it is a perfect mine of valuable information on posters and distributing matter. With this book in his possession a bill poster or a distributor is as well posted on the prices of printing as the printer himself. Sent free to recognized posters and distributors—all others send 12 cents in stamps.

THE DONALDSON LITHO. CO., THE FOREMOST POSTER PRINTING HOUSE OF AMERICA. CINCINNATI, O.

EDGAR J. MCINTYRE.

CHAS. P. MILLER.

CAPITAL CITY
BILL POSTING CO. ALBANY, N. Y.

52 State St., Room 3.

Wants rates, terms and discounts from Bill Posters
throughout the United States and Canada.

We have just secured three large orders for general distribution. One covers New England and New York. The second covers the South exclusively, and the third everything in the States and Canada. The orders are now in press and we would like to hear from bill posters at once. Send us price per sheet, population, firm name and street address. We expect and demand the customary agents commission.

EDGAR J. MCINTYRE, Manager, 52 State St., Albany, N. Y.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.

Population of City 17,000. County 50,000.
Country 5,000,000.

NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

When you write, mention *Billboard Advertising*.

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.

Own and Control all Boards and Privileges.
20,000 Square Feet of Boards. POPULATION 15,000.

POSTERS
OF ALL KINDS AND
HAND BILLS

THE best work and lowest prices that can be obtained in all America. Write us.

THE GREAT American Engraving and Printing Co.
57 BECKMAN ST., NEW YORK. R. E. ROYLANCE, Sec'y.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

FRANK M. DEUEL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.
187 Schuyler Avenue, KANKAKEE, ILL.
Kankakee, Bradley and Bourbonnais, total population, 15,000.

Jno. H. Jones,
Distributing Office, N. W. Cor. Mount and McHenry Sts., BALTIMORE, MD.
I have two teams, employ none but capable honest men. Work faithfully done. Population, 500,000. Best reference. Member I. A. of D.

The Hustler
Advertising Co.

CONTRACTORS OF
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.
Prompt Service by Reliable Men.
Careful House to House Distribution.
A Specialty.
24 North Miner Street, FT. WAYNE, IND.
W. H. CASE, Manager.

ESTABLISHED 1876.

CHARLES W. YORK,

Bill Poster and
Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing.
Reference if required.

G. F. BANGASSER & CO.
CITY BILL POSTERS AND
DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38
MC MINNVILLE, OREGON.

Pueblo, Colo. Pop. 40,000
JESSE MITCHELL

Bill Posting, Distributing and Tacking.
References if Required.

When you write, mention *Billboard Advertising*.

The W. D. Husted Advertising Co.

Town and Country **BILL POSTERS,**

Distributors, Bulletin Sign Painting, AND Out-door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN **MANSFIELD.**

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

George H. Bubb,

LICENSED

City and Suburban

Bill Poster and Distributor,

OFFICE, 502 PINE STREET,

WILLIAMSPORT, PA.

"THERE ARE OTHERS!" But we are the only Licensed concern in the city of Williamsport, Penna. that have done Bill Posting, Distributing and Sign Tacking exclusively, for the past 12 years. No other firms in the city. We personally superintend the posting of bills and distributing of all matter, any kind, circulars, pamphlets, books, newspapers, almanacs, samples, etc. We have an established reputation, both at home and abroad. Our long and continued success is ample proof that we give honest service. Contracts made for Mansfield, Pa., and all Tioga Co.

WE OWN OR CONTROL ALL GOOD BOARDS AND POSTING PRIVILEGES IN TIOGA AND LYCOMING COUNTIES.

FEBRUARY

is the month of masquerade balls. It is safe to say that there is not a single town in America, but what will have at least one between now and Mardi Gras, (March 2.) They will all use posters if they have the opportunity. We can print them. You can sell them.

We have just published a magnificent poster suitable for advertising a masque ball. It is strong, handsome and well executed. It will yield more advertising per dollar than it is possible to procure in any other manner. We sell the one-sheet centers which are printed in colors at the following prices:

25 for \$1.75 | 100 for \$4.25 | 500 for \$13.00
50 for 2.75 | 200 for 6.75 | 1000 for 20.00

These prices include the cost of cross-lining.

As a three-sheet, we furnish them with top and bottom sheets in one color and center in two colors, as follows:

25 for \$4.50 | 100 for \$9.75 | 200 for \$15.00
50 for 6.50 | 150 for 12.50 | 300 for 17.50

We will send a sample by mail to any address on receipt of 5 cents in stamps.

Bill Posters who have not sent for a set of samples of our splendid line of our stock posters are losing money every day.

Samples Free to Bill Posters, together with customary commission.

Bill posters will find that it pays to hunt up the advertising committee of a ball and show this poster to them. It is the best ball poster in the market. You cannot obtain anything one-half so good anywhere else.

A good poster will bring good returns, hence, next year you will have them again, and perhaps several times in the meanwhile.

It is better to give them a good poster, than to go to a country office and get a common ill-looking job.

When they do this, some times they snipe them themselves. They won't if you order them, because they are shipped direct to you. You are sure of the posting, and get a commission besides. It's worth while.

We also have several half sheets and one-sheet uprights, just the thing for balls.

Send for our New "Bowling Alley" one-sheet.

HENNEGAN & CO.

CINCINNATI.

If You Want to Post

CHICAGO

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of vantage in the city of Chicago.

HIGGINSVILLE, MO. Pop. 5,000
The Greatest Country on Earth.

RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters

Nashville Distributing and Advertising Co.,

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. JAMES L. HILL, Mgr.

TO BILL POSTERS

THROUGHOUT THE UNITED STATES.

GENTLEMEN:—We are prepared to receive estimates from all reliable bill-posters for our Spring posting. Those that are in a position to offer us good honest service at reasonable prices will please write at once to our agents who have charge of the different states and territories, as named below, stating what facilities they have for handling our paper, how much of each size they consider would be necessary to give us a good showing in their city or town, and price per sheet for listed and protected, stand work, price for single sheets, and price per thousand for snipes. All paper to have full thirty days showing from date of posting. We use nothing but the best of lithograph paper, and our stands are all pasted in four sheets so as to be most conveniently handled and matched. The sizes of our paper for present use is a 4x6 stand, a 2x2, 1-sheets and snipes. The size of the snipes is 6x24 inches. We do not wish to contract for space on barns, sheds, or in alleys, but on good substantial billboards, in prominent locations. We do not expect the one sheets and snipes to have excessive billboard display, but they should be posted only on smooth surfaces and in the most conspicuous locations, and under no circumstances in alleys. Our inspectors will visit all cities and towns to which we have shipped paper, in order to check up the work, and we are very desirous that the reports sent in from all sections may read, "Splendid Service." It is a pleasure to us to patronize those that take pains to give us good service, and while we expect nothing unreasonable, we well know that in order to get the full benefit of the posting, we must have the most earnest co-operation of every bill poster to whom we ship paper.

Very truly yours, CALIFORNIA FIG SYRUP CO.

Bill Posters of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska and N. and S. Dakotas, please address D. R. TALBERT, 18 Randolph St., CHICAGO, ILLS.

Bill Posters of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and District of Columbia, please address E. UNDERHILL, 71 John St., NEW YORK, N. Y.

Bill Posters of Kentucky, W. Virginia, Virginia, Tennessee, N. Carolina, S. Carolina, Georgia, Alabama, Mississippi, Louisiana, Florida, Texas, Arkansas, Indian Terr., and Oklahoma Terr., please address GEORGE L. ATKINS, 208 N. College St., NASHVILLE, TENN.

All communications outside of above mentioned territory should be addressed to CALIFORNIA FIG SYRUP CO., 324 Hayes St., SAN FRANCISCO, CAL.

WILL IT PULL?

You can bet it will pull. It will pull pens, stuck or rusted in the holder. It will pull BUSINESS,

THE BAKER PEN EXTRACTOR.

The newest advertising novelty. Plenty of room for ad. Handiest of office tools. Cheap enough to distribute freely. It's so handy that it will be kept. Send for sample and prices.

GEO. C. BAKER, 115 Lancaster St., ALBANY, N. Y.

Can be made in any printing office. Shop rights for sale.

15 Towns Covered by the
CIRCUIT BILL POSTING CO.
THIBODAUX, LA.

Write for list of boards in each town. Distributing and Sign Tacking Carefully Done. C. P. AUSLET, Mgr.

E. H. CARWITHEN,

Bill Poster and Distributor,

266 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed. Tacking Up Cards a Specialty.

Mexican International R.R.

EAGLE PASS ROUTE,

—THE—

SHORT STANDARD GAUGE LINE

between principal points in the

United States

and

Interior Mexican Points.

No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER,

Commercial Agent, Commerce Bldg., CINCINNATI, O.

C. K. DUNLAP,

Gen. Pass. Agent, Ciudad Porfirio Diaz, Mexico.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc. Playing Cards and Ivory Goods. Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.,

Manufacturers of

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y.,

Distributors and General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

DO YOU INTEND TO ADVERTISE IN

SAN FRANCISCO?

OAKLAND AND ALAMEDA CO.,
CALIFORNIA.

San Francisco } 350,000 Population.
44,000 Lineal Feet Fencing
10 and 20 Feet High.

Oakland } 60,000 Population.
11,000 Lineal Feet Fencing
10 and 20 Feet High.

Alameda Co. } 150,000 Population.
9,000 Lineal Feet Fencing
10 and 20 Feet High.

SIEBE & GREEN,

OWN THE
BILL POSTING
AND
PAINTED SIGN PLANTS.

General Office,
11th and Market Sts., San Francisco.

Branch Office,
3d and Washington Sts., Oakland.

THE BILLBOARD.

VOL. IX., No. 2.

CINCINNATI, MARCH 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

POSTERS vs. SIGNS.

BY SAM W. HOKK.

I have had some experience with painted signs. For some ten or fifteen years I have been watching the results of sign advertising, and for some three or four years I have been noticing the effects of the same class of publicity on the same classes of goods, only posters were used instead of paint.

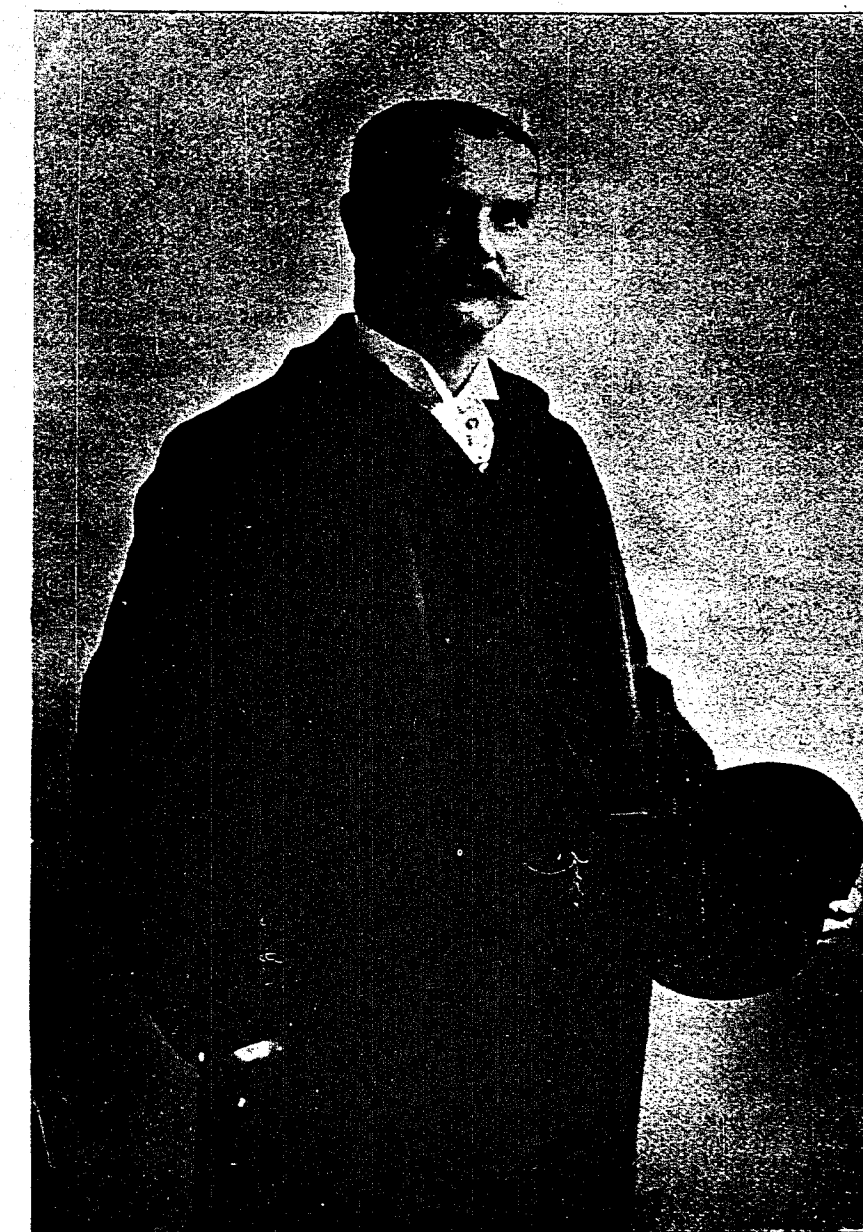
Well-painted signs are powerful, there is no mistaking that fact. For a few days they are powerful. But after a man (a disinterested man) has seen a sign a few times he fails to see it anymore. It is there and he continues to pass it, but he doesn't see it. He goes along a certain street, to and from his business, daily for weeks and months, and the same old houses are there all the time; but he does not see them and he pays no attention to them; one day however one of them is being torn down, or a new one is being built, and he sees it, because it is different from yesterday.

You paint a sign on a wall and a man sees it the first time he passes the wall, and possibly the second and the third time.

You post a poster on a billboard, and it is seen; in a few weeks or a month it has become shabby and needs renewing; it is renewed but is put elsewhere—on another board or on another part of the same board. If the position of the board is too good to exchange for something else, there is other paper going up on the same board just alongside of your poster, which serves to call renewed attention to your poster. If your poster occupies the entire board, the new paper used in renewing, being fresher and brighter than it was yesterday, calls renewed attention to your poster.

During the many years that I was selling sign space almost exclusively, I, *being interested*, noticed every sign I passed, and every time I passed it. I got to believing that everybody else did the same thing. In fact the people I did business with, *being interested in signs*, did the same thing to a considerable extent. And it was only a few years ago that I got to seeing things through other glasses.

In '93 the Admiral Cigarette painted more wall and bulletin signs in the city of Chicago than had ever been painted there before by any one advertiser. I placed the order and inspected the work, and I know. To people in the trades—the tobacco trade and the advertising trade—the order was a wonder. Six months after these signs were painted and while they were still in good condition just as they had been all along, I visited the city, and met a young friend who was engaged in the building line. His business was such as to keep him on the streets in his buggy most of



WILLIAM L. STERETT, San Francisco, Cal.

the time. He traveled all over Chicago and practically saw every foot of the city every week. He asked me what I was doing, and I replied that I had a big deal painting Admiral Cigarette throughout the entire country.

"The Admiral Cigarette?" he replied, "why they started in here some months ago, but I suppose they have quit Chicago; I never see anything more of them. Some months ago they were advertising enormously here."

When I reminded him that every bit of advertising he had seen in the past was still in the same places, and that one of the signs was in plain view from where we were standing, he was surprised and could hardly believe his senses.

Another reason why posters are the best

of the two methods: You have a new article of merchandise, or rather a new trade mark or trade name. You are in the milling business, we will say, and you have a new flour and you call it Aunt Jerusha's Flap Jack Flour. It is a good thing; you know it is a good thing, for all your friends who have tried it tell you it is a good thing. You go into one town and you put Aunt Jerusha's Flap Jacks on the market and it goes like hot cakes. You place it in another town, under the same favorable auspices, and it falls flat. Why does it fall flat? I don't know. Nobody yet born knows, but we all do know that some things that sell well in New York won't go at all in Philadelphia, or even in Brooklyn or Jersey City, and vice versa.

Now, suppose you have paid out four or five or six hundred dollars for a year's painted publicity, in one of the towns that does not take kindly to your goods; the money is spent, and there is no way to get it back; the signs are there to be sure, but it does not pay to keep a stock of goods in the city, the demand being so slight.

On the other hand, you start in with posters; at the end of thirty days you have spent say fifty or a hundred dollars. The goods don't go; you can fly the town or you can try another method of advertising—newspapers, distributing circulars and samples, cooking exhibitions in some prominent grocery, or a dozen different methods. You are out only the first month's posting bill. If, finally you conclude that that town won't take your article you can get a new poster advertising some other specialty, or probably the same article under another name, and find it catches on well. To change sign advertisements would cost just about as much as the original painting did.

Another thing: If your money is limited, or if you want to advertise a considerable portion of the country with a small amount of money, you can post for one month and omit a month; then post again and omit again, and all this time you are paying only for the time your paper is on the billboards.

Bill posting has in the past been conducted on the one-time plan almost exclusively, and there are many people who do not know that a year's publicity can be secured on the billboards just the same as with painted signs, all that is necessary being to supply the bill poster with sufficient paper to renew with at least once a month throughout the year.

(And, parenthetically, I want to say that there are bill posters who don't know what I mean when I ask for estimates from them on a year's publicity. I wrote to one man some months ago for rates on a year's bill posting. He replied that he "didn't post nobody" for more than 15 days, and his price was 3c a sheet. I finally went to see him, told him I was willing to give him 3c a sheet for 15 days, and 3c a sheet for the next 15 days, and so on throughout the year; but he couldn't see it at all—couldn't tie his boards up for one man more than 15 days—some one else was apt to come along and want space and he couldn't give it to him, etc., etc. Of course this is one of the towns that must be painted; though some day a bill poster who hasn't been ten years dead will hop in and put up a good service there.)

The Donaldson Litho. Co., of Cincinnati, who make a specialty of posters and hand bills for fairs, want to hear from fair managers.

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at *Low's Exchange*, 57 Chancery Lane, and at *American Advertising Newspaper Agency*, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at *Evreux's*, 27 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by check, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscripts. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph bills may be had by recourse to the *Donaldson Cipher*.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

MARCH 1, 1897.

JUST about the time this issue of THE BILLBOARD reaches our readers, a special convention of the members of the Associated Bill Posters' Association will be in session at the Hotel Marlborough, New York City, considering the advisability of, and, mayhap, devising ways and means to effect amalgamation with the International Bill Posting Association.

President Bryan issued the call for the 5, 6, 7 and 8, largely at the instance of *The Bill Poster*, the official organ of the organization. Everything depends on the outcome of this conference. The International has done its part. The balance rests with the Associated. No one can predict, with confidence, what the result will be. At this writing Mr. Campbell seems to have the strongest following, but the obstructionists are by no means weak.

A strange coincidence is the fact that the Associated Press and the United Press are also valiantly trying to get together. Speaking of their efforts *The Fourth Estate* says, "The seemingly impossible may be accomplished, as the committees are most anxious to settle the war, which has lasted too long and is costing too much." If Mr. Campbell carries his point, the bill posters will have aborted a war before it has cost a cent.

Life recently presented a cartoon, depicting a little boy expostulating with his father. "Papa," said the lad, "please don't say *must* to me. It makes me feel *won't* all over." The remark aptly illustrates a phase of the character of every American advertiser who amounts to shucks. Failure on the part of the various bill posters' associations to take it into proper account, has resulted disastrously to the business of bill posting. It has been the means of antagonizing advertisers, and has diverted thousands of dollars into other channels of publicity. If there is any one thing that the American advertiser regards as an inherent right, it is the privilege of bargaining for, and buying his advertising at the lowest possible figure. He is generally willing to pay a fair price, oftentimes a

BILLBOARD ADVERTISING.

good price, and quite frequently does pay a high price, but it is only after he has exhausted all his ingenuity in endeavoring to reduce it. Sometimes the means he resorts to are questionable, and all too often his demands are unreasonable, but if they are met with courteous, firm refusals, repeated and reiterated until he is satisfied that he has obtained the best price to be had, nine times out of ten, he will capitulate and accept.

UNFORTUNATELY a certain class of bill posters who affiliate with an association, no sooner find themselves in possession of a certificate of membership, than they are seized with a wild, ungovernable desire to dictate to advertisers—to tell them that they *must* do this, that or the other thing. This impulse usually finds vent in letters, coarse, abusive screeds, often abounding in grammatical errors and atrocious orthography.

There are merchants and manufacturers, thousands of them, who have never heard of a bill posters' association,—never dreamed that such an institution existed. Every now and then, some one of them determines to try posters. He writes a courteous letter to a bill poster, offering work at certain prices, or, may be, asking for prices and discounts.

In reply he gets one of these vulgar letters. He also gets his dander up, quickly too, and the bill poster gets—left. Incidentally the publishers get that particular firm's appropriations thereafter.

THE strangest part of this strange inclination is the fact that the intelligent members of the organization are directly responsible therefor. The guilty ones in the rank and file are only following the precept and example of their leaders. These latter, in the conventions, tell at great length how they made one advertiser do this, compelled another to do that, and so on *ad nauseum*. The little fellow drinks it in and goes home firmly convinced that his first duty to the organization is to bluff, bulldoze and insult every other firm who offers him work. It's hurting the business—more, probably, than any one of the evil influences that bill posters have united to combat.

It should be taken up at the earliest opportunity. Members should be instructed, or, in fact, ordered to be uniformly courteous to all possible patrons. Unreasonable demands or offers should, of course, be firmly declined, but it should be done respectfully and with dignity. Sarcastic comments, sharp retorts, and arbitrary demands should be vigorously discouraged. They are often unwise and inexpedient when utilized by scholarly and fluent writers. In the hands of the ordinary small-town bill poster they are awful.

THE men who have been struggling to perfect the organization of the International Association of Distributors are entitled to much credit and commendation. They have encountered and overcome many difficulties. Heretofore this has been a fertile field for penny-ante swindlers and seltzer and milk rascals who have launched innumerable associations, some with the sole object of mulcting the

members of initiation fees and dues, others, of selling cheap stationery at long prices, and still others of swelling the subscription lists of doubtful publications. It is small wonder, then, that countless difficulties and repeated disappointments were met with by the officers and members of the International Association of Distributors. Their zeal though is finally obtaining some measure of reward. It is now generally known that their efforts have been conducted along lines which, in the main, are logically correct. Interest is awakening, applications coming in at a most lively rate, and it really seems now that the movement is about to achieve final and complete success.

The publication in our February issue of a letter from one Clem. H. Congdon, president of an alleged organization, styled the National Distributors' Association, in which unfairness on our part was charged, made it incumbent upon us to institute an investigation. We have never regarded the National Distributors' Association as of any importance, nor taken its president seriously, still we decided to look into the matter carefully, and, if we discovered that the slightest injustice had been done, to make ample amends.

It will be remembered that the trouble arose over the distribution of a pamphlet for a so-called specialist, a Doctor Lobb, of Philadelphia. The man Congdon sent out the work to distributors at a shamefully inadequate price (40 cents a thousand), and then in numerous instances not only withheld payment, but roundly berated the distributor in the bargain. This is what certain members of the association allege. Congdon claims that payment is only withheld in a few instances, pending investigation, which, he states, is warranted by the paucity of the keyed (?) returns.

As a preliminary step, we instructed one of our representatives to call upon Congdon and interview him. Although the stationery of the *Sun* leads one to believe that it is issued from offices in the Randolph Building, Philadelphia, neither the offices nor Mr. Congdon could be found there. No one in the building knew anything of either, but finally the agent of the building recalled Congdon as one who had rented offices from him in 1893, but who had, to use his expression, "skipped out owing him several months rent."

We are informed that Congdon's name is not in the Philadelphia directory, and, though our representative spent the best part of three days trying to locate him, was unsuccessful, and finally relinquished the quest.

Dr. Lobb could not or would not tell where Congdon could be found. He also refused to talk for publication after he had learned that our representative was connected with THE BILLBOARD. The following day he admitted to a gentleman—a resident of Philadelphia—that the contract with Congdon had been completed to his satisfaction, and that he had settled with him (Congdon) in full.

This admission was surprising. Not only that the returns were satisfactory, but that he had received any returns at all. A six-year-old child could not have bungled the apportioning worse than the

printed schedule of assignments shows was done. A dozen towns that would have been fully covered with three thousand and pieces each received ten thousand, and distributors who explicitly ordered four, five and six thousand were also sent ten thousand each.

In the second place, the circular itself was poorly written, badly set, and carelessly printed on cheap paper. It is one of those dirty, filthy, obscene Lost Manhood circulars, about as uninviting as a mess of vomit, and which no one but persons of lost manhood will traffic in.

As we said before, it is surprising indeed that the contract was completed satisfactorily. If Dr. Lobb is satisfied and has settled with Congdon, why is an investigation necessary, and why does it take so long to complete it? The probability is that the investigation is about as nebulous and unsubstantial as the National Distributors' Association, which exists principally in the fertile imagination of its elusive president.

In the meantime the following members who put out the work are still unpaid: Francis Callaghan, Peabody, Mass.; J. R. Garrison, Kingville, Mo.; C. C. Williams, Box 68, Peacham, Vt.; Wilson & Slanker, River Styx, Ohio; A. R. Whitaker, Triadelphia, Ohio; J. C. Schug & Co., Post Washington, Ohio; Jas. Donaldson, Ithaca, Michigan; Chas. A. Whiteside, Westmoreland, Tenn.; E. H. Karrer, Waukesha, Wis.; Benj. Miles, Huntington, Ind.; J. H. Haynes, Ironton, O. This is probably not all. The list contains the names of those only who have written us that they were still unpaid. Some of these men we know to be absolutely honest and thoroughly reliable. All of them give good references. In any event we have no hesitation in stating that any one who would malign an honest man, imputing to him dishonest practices for the sole purpose of evading payment, is not only a coward, he is a cur.

If the high-sounding National Distributors' Association has any foundation in fact, its president has betrayed the trust imposed in him. If it has no such foundation he and his so-called associate officers are guilty of obtaining money under false pretenses.

For the good of the association, members were requested to distribute loathsome booklets at less than one-third of regular rates! For the good of the association the president publishes to the world that members of the association are unreliable! Could anything be more transparently false?

Congdon's pseudo-organization and all the rest of the snaps and schemes put forth in the guise of distributors' associations are pernicious evils. Most of them are openly fraudulent, some few merely chimerical and utopian. But the effect of both is much the same. They destroy the confidence of members, thereby bringing real associated effort into disrepute. Rout them out! Prevent their parading themselves before advertisers as the spontaneous union of craftsmen! They are spurious—counterfeits. Let them be so stamped by every real distributor who has the interest of the craft at heart.

The men who launch these fake associations, though keeping within the pale

of the law, are beneath contempt, they are the ulcers, pustules, the chancres of the business, all the more foul from the fact that the cauterizing iron of the courts cannot reach them.

Mr. Congdon is also editor of the *Sun*. The *Sun* is the official organ of the National Distributors' Association, of which Mr. Congdon is president. The paper, if indeed it can be dignified by such a name, is supposed to be issued monthly. It is of the cheap and nasty order, wretchedly made up and poorly printed. It teems with vile advertisements of catch-penny schemes, nostrums for the cure of gonorrhea, gleet and syphilis, etc. Here are a few samples:

HOW a married woman goes to bed, 10 full length pictures. They are great. Mailed for 5 cents; others ask 10 cents.

A PEEP at her mysteries. Effects of a sporting life. 80-page book for men, 27 pictures—11 full-page engravings, true to life. Sent sealed for 12c in stamps. "A."

RUBBER GOODS—Sealed particulars sent to married persons only.

THIN But Tough. A useful article for men. Sent in plain envelope for 15 cents. Best rubber.

YOU WANT IT! Gay Life in Paris: 14 rich pictures of a newly married couple: 41 valuable secrets, phycometric charming. All for 10c. Address

SPANISH LOVE POWDERS. Resistance impossible. Sent sealed for ten cents.

DISEASE PREVENTED. Men who observe this simple precaution are absolutely safe against venereal infection. No appliance, no medicine. It never fails. Sent anywhere for One Dime.

COUNTERFEIT COIN! A composition, will pass for good money any place. Send 25c silver for a 50c piece and terms. Sent in plain letter.

THIN, BUT TOUGH A useful article for men. Sent in plain envelope for 25c.

Of course no one expects to find blossoms in a sewer, and it is therefore needless to observe that one looks in vain for a single article on advertising that is worthy of serious consideration.

The *Sun* is simply a stench in the nostrils of decent people, nothing more.

Here is another particularly vile advertisement clipped from the same luminary:

THE DEMI-MONDE OF PARIS. A book for the boys. Rich and racy. 167 illustrations. Price, 50 cents, prepaid.

Any man that will publish an advertisement like this only lacks the courage or the opportunity of becoming a first-class scoundrel.

Mr. Congdon is very sensitive in the matters of his private character and financial standing. Although we have not been able to ascertain that he has either, still we advise him to divorce them as soon as possible from his reputation as

BILLBOARD ADVERTISING.



LEFEBVRE'S BUDGET.

Department conducted in the interest of the International Association of Distributors. Address all communications to
D. J. LEFEBVRE,
P. O. Box 483, Manchester, N. H.

I want to impress one fact upon distributors, namely: The International Association of Distributors is the one, the only organization in America, which is the outgrowth of a spontaneous desire upon the part of distributors to better their condition by united effort. It was conceived by distributors, and organized by distributors. It is conducted by distributors in the interest of distributors.

If you are a distributor, you will find it an advantage to unite with the Association; you will also find that we will welcome you. If you are merely a would-be, you will find that you cannot obtain membership at any price. All the officers of the organization give their time and efforts gratis; there are no private schemes to further, no axes to grind. The initiation fees and dues are small, merely enough to provide stationery, printing, postage and advertising. It is entirely mutual in its workings, and benefits none of its members in particular but treats all alike. We want a member in every town in America, but every member must be the right sort. If you are interested, write W. H. Steinbrenner, 609 Lincoln Inn Court, Cincinnati, O. You need not enclose a stamp for a reply.

Local work is highly desirable. It is also easy to procure. Cultivate your local printers. Ingratiate yourself into their favor. Then watch the offices, and whenever you find a batch of circulars or an order of dodgers ready for delivery, offer to make the delivery yourself, free of charge. This will give you an opportunity to bid on the work before other ways and means are devised to distribute it. It is also advisable to have a card like this, to slip into the bundle:

THIS PRINTING

Cost you money and should be carefully distributed. Why not have it done by the D. J. Lefebvre Advertising Co.? They are reliable distributors, and have been trained to the work. They will put out this printing for you just where it will do the most good, at prices most reasonable. No boys' work—try them. Address,

D. J. Lefebvre Advertising Co.,
Box 483, Manchester, N. H.
P. S.—Your clerk may do good distributing, but it is not in his line.

If you are a good fellow, you can leave a few of these cards with the printer, and he will put them in the bundles for you in case you should not be on hand when the work is delivered.

The Standard Mfg. Co., 934 Cedar ave., Cleveland, want profitable advertising.

For the benefit of distributors I would state that A. W. Scott, who is also The Manufacturers' and Publishers' Adv. Co., of Cohoes, N. Y., (with members in every town in the United States according to their or rather his circular) is a pleasant-faced, middle-aged person, who in employed in an emporium of that city as "a dry goods clerk." Savy?

TIPS.

Try Erie Med. Co., Buffalo, N. Y.
O. F. Woodward, LeRoy, N. Y.
The Corona Co., St. Louis, Mo.
Dr. Shoop Fam. Rem. Co., Racine, Wis.

The following firms advertise for circular distributors throughout the country, but you'll find that you must act as agent and sell their goods. They allow you a small per cent. to put out a few circulars:

Prize Paper Co., Box 1001, Springfield, Mass.
Healing Balm Co., W. A. Poe, Mgr., Macon, Ga.
The Japano Co., Whitehall, Wis.
Sherman Mfg. Co., Sibley Bldg., Phila., Pa.
Mfg Co., 201 W. 23d st., New York City.
Old Glory Co., Cincinnati, O.

All such advertisements are investigated as soon as they appear, by Secretary Jas. L. Hill, 150 North Cherry st., Nashville, Tenn. Members of the I. A. of D. can save both time and stamps by writing to him in regard to them. One letter and one stamp will bring you information about the whole batch.

While on the subject of misleading or catch-penny advertisements, I want to pay my respects to the party who wants your neighbors' addresses. You have all seen the advertisements I mean. They are all much alike, usually something like this:

WANTED.—Your neighbor's address per 100. Address, with 10 cents, We pay \$5.00

They do not want addresses. They would not know what to do with them after they got them. Here is the way it goes: You write them and enclose ten cents. They return you a circular and a signed contract in which they agree to purchase names from you at \$5.00 per 100, but you cannot go to work—not just yet—you are not prepared. You must buy a blank book which will enable you to properly collect and classify the names. They have just the very thing. It is made especially for this purpose, and they will sell it to you at cost(?), usually from \$2.00 to \$4.00 each. After sending the money for the book, and not before, you find that the names wanted are those of firms whose boilers have blown up recently, whose safes have been burgled; or persons whose relatives have inexplicably disappeared, been lynched, fallen out of balloons, etc. In fine, if you applied yourself closely, you might earn \$5.00 about as often as a century plant blooms. The postal authorities cannot reach them. They are too smooth.

"That New and Different Paper."

The Ad-Writer

A meaty and mighty independent paper, published monthly, at St. Louis, Mo. The only ad journal that wears no gloves.

All that its name implies. —*Newspaper Ink.*

Worth its weight in gold to anybody who writes ads.—*The Country Editor.*

Made up of bright things, nicely condensed.—*Elmer (N.J.) Times.*

It starts right and promises well.—*National Copier's Journal.*

SAMPLE COPY TO YOU, FREE.

H. H. PARAMORE, Editor,

519 Olive St., St. Louis.

Twelve Months for a Dollar.

SIDNEY, OHIO, C. P. ROGERS

CITY BILL POSTER.

Owens and controls all billboards and dead walls in the city.

Also DISTRIBUTING carefully attended to

Tucker's Magic Stove Polish

Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5.00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, Mo.

Box 157. 1197

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained. "It's your move."

C. M. Smith & Co.,

Brantford, Canada.

Population of City 17,000. County 50,000.

Country 5,000,000. 1197

A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

Nashville Distributing and Advertising Co.,

160 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. 117 JAMES L. HILL, Mgr.

FOR SALE:

The finest Bill Posting Plant in Maryland, located at Frederick, a city of 10,000 population, known as the RHODES BILL POSTING CO, now doing a flourishing commercial business and controlling all theatrical and railroad work.

Will sell also, a first-class Soda Water and Bottling Plant, now supplying 8-10 of the soda drank in the town, which, if run in connection with posting, proves a young gold mine. Both plants run under the same roof. Will sell for cash within the next 60 days. \$2,500, no more, no less.

Frederick has fine water, electric lights, trolley lines and a grand Mountain Summer Resort. This is the opportunity of a life time, for some young hustler. Reason for selling: Have interests in another city, that demand my attention.

If you mean business, write for full particulars. ADDRESS:

FRANK B. RHODES, P. O. Box 244, FREDERICK, MD.

E. S. CARPENTER, RELIABLE BILL POSTER DANIELSON, CONN.

MANAGER OF MUSIC HALL.

Office, No. 5 Music Hall Block.

Has more, larger and better billboards than any other bill poster in Eastern Connecticut. Try him. He will do your posting and distributing faithfully and well or no pay.

MARION ADVERTISING CO. MARION, O.

LICENSED CITY
Bill Posters & Gen. Advertisers

BURKE & SARGENT, PROP'R'S.

1,000 Feet Billboards. 50 Three-Sheets. 100 One-Sheets.

J. S. CRAIG, HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards. POPULATION 15,000.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO CINCINNATI
NEW YORK
CHICAGO

ESTABLISHED 1870.

CHARLES W. YORK.

Bill Poster and Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. 1197

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

HIGGINSVILLE, MO Pop. 5,000

The Greatest Country on Earth.

RIGG BROS.

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters. 117

Philip B. Oliver, Licensed City BILL POSTER. AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets. Special Attention Given to Commercial Work and Distributing. All Work Guaranteed.

319 Cherry St., FINDLAY, O.

POPULATION 23,000.

HENRY C. CROSBY ADVERTISING SIGNS,

Romaine Building.

PATERSON, N. J.

1197

NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office.

It treats particularly upon

Accounting, Office Routine, Business Management, and Advertising, and incidentally upon Finance, Manufacture, Transportation, Commerce and Economics.

The stated departments of the paper include Office Management, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transaction of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The Supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

PUBLISHED AT

13 Astor Place, NEW YORK.

Reference by permission: First National Bank. Population—Of City, 3,000; Of County, 18,500.

J. S. MARTIN does OUT-DOOR ADVERTISING

In all its branches. Also Bill Posting, Distributing and Card Tacking, in this city, or adjoining country or towns.

Seat of Simpson College

INDIANOLA, IOWA.

1197

WILL H. LORELLA,

IDEAL.....

Bill Poster and Distributor,

Distributes samples and circulars.

Eight towns—Population 4,000.

GRANTSBURGH, ILLS.

1197

A. P. MEYERS,

BILL POSTING, DISTRIBUTING,

SIGN PAINTING.

Owens and controls all Boards.

Population—City, 3,000; County, 18,000.

GLENWOOD, - IOWA.

1197

GEO. F. NETHERCOTT,

BILL POSTER

AND

DISTRIBUTOR,

Card Tacking, Distributing, Sampling,

Sign Painting.

Control all Dead Walls.

All Boards on or near Street Railroads.

Office, Academy of Music,

SAGINAW, E. S., MICH.

When you write, mention Billboard Advertising.

The Enquirer Job Printing Co. Cin. O.

THEATRICAL DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS.

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

JOHN T. WILLIAMS, BILL POSTER.

346 Morrison St., PORTLAND, OREGON.

Population 90,000. 1197 Established 1868.

POSTERS OF ALL KINDS, AND HAND BILLS

The best work and lowest prices that can be obtained in all America. Write us.

THE GREAT American Engraving and Printing Co.

57 BECKMAN ST., NEW YORK.

T. R. DAWLEY, Pres. R. E. ROYLANCE, Sec'y.

1197

Jno. H. Jones,

Distributing Office, N. W. Cor. Mount and McHenry Sts., BALTIMORE, MD. I have two teams, employ none but capable honest men. Work faithfully done. Population 500,000. Best reference. Member I. A. of D.

DANA M. BAER, OF LA VERNE, Minn. is reliable. He will distribute all advertising matter, tack up all signs entrusted him. My circuit is eight towns, a population of 10,000 to draw from. I also have 4,000 reliable names at 25c per 100, 500 for \$1.00, 1,000 for \$2.00, 2,000 for \$4.00, or the entire lot for \$6.50, cash with order.

DANA M. BAER, Distributor,

Box 477, LA VERNE, MINN.

When you write, mention Billboard Advertising.



DONAT J. LEFEBVRE,

RELIABLE DISTRIBUTOR

Of all kinds of Advertising Matter.

BOX 483, MANCHESTER, N. H.

L. A. DANIELS,

City Bill Poster and Distributor,

SANTA CRUZ, CAL.

POPULATION 8,000.

Member International Bill Posters Association, of United States and Canada.

1197

FREE!

Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping, Subscription, Printing, Local and General Agents, furnished free to Advertisers. 100 Circulars honestly mailed per day for 10 cents; 1000 for \$1.00 cash. Job Printing or advertising space accepted. Our Patrons are Our References.

THE MONUMENTAL ADVERTISING ASS'N

BALTIMORE, MD. 1197

CIRCULARS DISTRIBUTED.

Mailed 10c per 100, \$1.00 per 1,000.

I. M. L. Branch 153.

G. F. TUCKER,

Box 157, SHELDON, MO.

1197

DILLON'S CROSS ROADS BILL POSTING CO., Normal, Ills.

Cards, Circulars, Bills, etc., tacked and distributed at all prominent points throughout the state.

Fence sign cards a specialty.

DO YOU INTEND TO ADVERTISE IN _____

**SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.,
_____ CALIFORNIA?**

SIEBE & GREEN

OWN THE

Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO 44,000 Lineal Feet Fencing,
10 and 20 Feet High.
350,000 Population.

OAKLAND 11,000 Lineal Feet Fencing,
10 and 20 Feet High.
60,000 Population.

ALAMEDA CO. 9,000 Lineal Feet Fencing,
10 and 20 Feet High.
150,000 Population.

THE BILLBOARD

VOL. IX., No. 3.

CINCINNATI, APRIL 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

LICENSE.

Ever since THE BILLBOARD became the recognized organ of the bill posters of America we have had before us the question of license. We receive on an average no less than a dozen letters a month bearing upon this vexing question. Some are inquiries, others complaints, and not a few are attacks. During the month just past it has fairly rained license letters, owing to the action of the Indiana State Legislature in depriving municipalities of the power to grant license to bill posters. We have waded faithfully through this mass of correspondence, but have not found anything particularly new or original. No one has outlined any course of procedure, either useful or practical, which has not been touched upon in our columns previously. Hence, as we cannot give space to the communications, we have decided to deal with the subject editorially.

The greater portion of the bill posters of America unquestionably regard a license as protective and beneficial to their interests; and as no one particularly objects to them, save some few irresponsible advertising agents and itinerant distributors, it seems a pity that the question cannot be let alone.

Unfortunately, this may not be. It is high time that bill posters knew the truth about licenses, and to this end we have looked into the matter carefully, thoroughly and at great length. After due consideration and consultation with authorities, we have no hesitation in stating that a bill poster's license, no matter where it is granted or how it is drawn, is not worth the paper it is written on as a measure of protection to the billposter. The best that can be said is, that, in a general way, it is a fairly good "bluff."

A State or a municipality has a right to tax pursuits and callings carried on within its limits, and has the right to require licenses for carrying on those which are declared to be privileges. Therefore, the authorities have the right to license bill posters, but the Supreme Court of the United States steps in at this point and says, "Stop! License your billposters if you so desire, but don't you dare to prevent the advertiser, local or foreign, from creating a market for his wares." And there you are. The license gives the bill poster no local privileges. It does not protect him from vandals, adult or juvenile. It gives him no special police protection, and finally the Supreme Court says that it cannot and must not prevent any outside advertiser from coming in and posting his bills wherever he can obtain permission and distributing his circulars or samples in any manner he chooses.

To make the matter perfectly clear, we quote briefly from Chief Justice Bradley's decision, viz.: "In the matter of interstate commerce the United States are but one country, and are and must be subject

to one system of regulations and not to a multitude of systems. * * * In view of these fundamental principles, which are to govern our decision, we may approach the question and inquire whether it is competent for a State to levy a tax or impose any other restriction upon the citizens or inhabitants of other States for selling, or seeking to sell, their goods in such State before they are introduced therein. Do not such restrictions effect

Lack of space prevents our quoting at much length from Justice Bradley's decision. Suffice it to say that he points out clearly and forcibly that any ordinance which prevents or even restricts an advertiser from creating a market for his wares by bill posting, sign painting, sampling, card tacking, distributing or exhibiting, is in violation of the interstate commerce law, and hence unconstitutional, null and void. Now, this being the case, it is needless

Obviously, the bill poster must rise to the occasion and meet the emergency. There is but one way in which he can do it. He must provide a service and a line of boards that will prove indispensable to the advertiser. Sniping, spotting and fly posting will soon fall into disrepute. Even now they are losing favor, and the sooner they go the sooner protected service will be fully appreciated.

In the meantime, it would be well for those bill posters who have no license to resist any attempt to pass an ordinance which will create one. Those that already have them, especially those who are paying a high license, should cast about for ways and devise means to reduce them to a reasonable figure.

Wisconsin Fair Managers' Association.

At the fourth annual convention of the Wisconsin Fair Managers' Association, (an association composed of the officers of the various fairs in the state,) held at Madison, the following officers were elected for the ensuing year: President, John H. True; Secretary, Arthur Babbitt. Executive Board: Geo. L. Harrington, Elkhorn; Jesse L. Sharp, Chippewa Falls; Kennedy Scott, Rio; M. F. Barteau, Appleton.

It is the purpose of this association to get figures on all attractions and to arrange circuits. Managers of attractions suitable for county fairs, should correspond with secretary Babbitt.

A resolution was passed, fixing a uniform size for premium lists. Henceforth all premium lists of fairs held in Wisconsin will be printed on 24x36 inch paper, and trimmed when bound to 8 1/4 inches long by 5 1/2 inches wide.

The 112th anniversary meeting of the Agricultural Society of South Carolina, was held March 14th, at the Chamber of Commerce, in Charleston. The financial status of the Society was found to be in a most flourishing condition. The election of officers for 1897, resulted as follows:

President, C. A. Chisolm.
Vice-Presidents, W. G. Hinson, W. G. Vardell, H. B. Horlbeck, John M. Kinloch.

Solicitor, Julian Mitchell.
Secretary and Treasurer, J. Backman Chisolm.

Executive Committee: S. G. Stoney, C. I. Walker, James M. Eason, R. C. Barkley, M. P. Pickett, C. Wulbern, E. S. Rivers, J. C. H. Clausen, J. T. Dill, John S. Horlbeck, Zimmerman Davis, P. Shuckmann, C. R. Valk, R. Y. Macbeth, E. Willis, Glenn E. Davis.

After the business meeting a delightful collation was served, which was thoroughly enjoyed by all present.



CAPTAIN GEORGE W. CAREY, Lebanon, O.

Sec'y Warren County Fair Association.

the very foundation of interstate trade? How is a merchant or manufacturer in one State to sell his goods in another State without in some way obtaining orders therefor? * * * In these cases, then, what shall the merchant or manufacturer do? Must he sit still in his factory or workshop and wait for the people of those States to come to him? This would be a silly and ruinous proceeding.

"The only way, and the one which most extensively prevails, is to obtain orders from persons residing or doing business in those other States."

to observe that if an advertiser is molested by a bill poster and fights the case the bill poster is bound to lose. If the bill poster, on the other hand, makes complaint to the authorities and has the advertiser or his agent molested, the municipality will lose, and the bill poster be liable for damages for abuse of process.

Moreover, it is likely that all the other States will, one after another, follow the lead of Indiana in abolishing the power of towns and cities to grant licenses of this character. The question is, what is to be done about it?

DO YOU INTEND TO ADVERTISE IN

**SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.,**

CALIFORNIA?

SIEBE & GREEN

OWN THE

Bill Posting and Painted Sign PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO, 44,000 Lineal Feet Fencing,
10 and 20 Feet High.
350,000 Population.

OAKLAND, 11,000 Lineal Feet Fencing,
10 and 20 Feet High.
60,000 Population.

ALAMADA CO. 9,000 Lineal Feet Fencing,
10 and 20 Feet High.
150,000 Population.



People have little time to read posters. You have to catch their eye and drive your story home in the shortest possible space of time. Therefore, be brief, be plain.

Street car advertising is a near cousin to billboard advertising, and in many respects fully as effective. The latter, though, has much the greater circulation and, as a rule, can be had cheaper.

There is no best season in which to advertise. Advertising is the life blood of every business, and, like it, must be ever working.

Every bill poster who amounts to a fig, has a habit of doing his own thinking. He reads everything written on Advertising that he can find time to peruse, listens courteously to arguments, discussions and advice, and after all is said makes his own deductions and forms his own conclusions.

One idea, one name and one price to a poster. Nothing more. Let the idea preferably be a single, clear, tersely put, convincing fact.

Dodd's Medicine Co., of Buffalo, N. Y., want to hear from bill posters in Missouri.

H. Taiser & Co., of Boston, will advertise cigars throughout New England only.

H. B. Kirk, of H. B. Kirk & Co., Fulton St., New York, places the Old Crow whiskey business direct.

The F. A. Whitney Carriage Co., of Leominster, Mass., furnish all retailers with a supply of posters with which to advertise their baby carriages. We regret to say that they are not always posted. The retailer quite frequently is too economical to pay for the posting.

THE BILLBOARD does not necessarily agree with the sentiments or endorse the opinions of all contributed articles which it publishes. On the contrary it often gives space to opinions from which it radically dissents. It wants full, free and fair discussion of all questions, matters and methods appertaining to advertising. Furthermore, it wants its constituents to thoroughly understand that its space is theirs. If there is not enough we will provide more.

Every bill poster who reads THE BILLBOARD, and that means all that are worthy of the name, ought to write us regularly. It is not necessary that you deal with questions of importance to the craft at large. There is plenty of purely local news that is always interesting and worthy of record. Criticise the quality of posters

sent you. If they are poorly executed say so. It is your duty to yourself. Poor posters, be they ever so well posted will not bring results entirely satisfactory. Unless you state the facts your service is liable to be blamed for a printer's mistake. Whenever you get any work from a new commercial house tell us about it, and send us their name and address in order that other bill posters in other cities may be benefited.

If a convention, fete or celebration is to be held in your city, send us the date and duration thereof, and we will publish it

TWO "JONES" POSTERS.



free of charge. Advertisers and agents follow these events closely and if they conclude that the floating population of your town will be materially increased at such time you may benefit by a consignment of work.

If you are to have a fair, exposition, racing meet, bicycle tournament or a bench, poultry, pet stock, flower or food show advise us. As soon as the event is chronicled in our lists the poster printers will send samples of suitable posters to the manager of the affair and that will result in a contract for you. Write us. Write early and often.

Publishers are wont to dwell upon circulation, to roll off tremendous figures that fairly stagger their clients. Did you ever consider the circulation of a poster—a single poster? If not, take your stand near some hoarding on a pleasant day and count the people that pass. If you try a station on Broadway, in New York, or on Clark St., in Chicago, you will find that that one poster has a larger circulation than any one of the great dailies in either of these cities claims.

Purely Personal.

R. K. Brown succeeds J. D. Cline at New Albany, Ind.—A. B. White, who owns the boards at Taunton, Mass., is also a wholesale and retail dealer in foreign and domestic fruits.—Henry C. Holmes, of Kirkwood, Mo., is thinking of establishing a plant at that point.—J. S. Craig, of Hastings, Neb., says he cannot do without THE BILLBOARD.—John A. Lakin, of Cooperstown, says he is the oldest active bill poster in the world.—W. O. Light, of Lemars, Iowa, has joined the International Ass'n.—R. J. Chilcote, of Carlisle, Ind., covers all of Sullivan Co., and is making it pay.—J. C. Campbell, of Wallace, Idaho, also looks after the cities of Gem and Burke. We have a warm place in our hearts for Campbell. Shortly after THE BILLBOARD was launched, and when it was still floating around in the shore eddy, Campbell subscribed and followed it up by kicking hard because he did not get his paper. It was not much of a paper then. The first enthusiasm of the proprietors, owing to the marked indifference with which the initial numbers were received, was worse than damp—it was sopping wet. They were chiefly occupied in seeing how cheaply it could be gotten out; and waiting for a cue that would enable them to excite some interest among their constituents. The business manager edited two departments, set the type and stood off the bills. The remaining partner did the rest of the editing, kept the books, looked

appreciation.—E. M. Burke and W. R. Sargent, doing business as the Marion Advertising Co., of Marion, O., control a circuit of ten towns and make a specialty of country routes.—The Olcan Bill Posting Co., report good business. They have closed a contract with the Forepaugh-Sells Shows, for June.—L. A. Thomas, of Hot Springs, Ark., is still with us.—Bill posters will do well to communicate with A. Bennett & Co., of Ottawa, Ill. He can help you in the matter of local trade.—W. P. Baxter, whose portrait we present this month, is a merchant of recognized standing in Richmond, Ky. He is a contractor and deals in wall paper, window shades, paints, oils and glass.—Joe Flynn, of Lawrence, Mass., has a good run on local commercial work.—Emmett Littleton, of Rockville, Ind., has good boards all over Parke County.—F. T. Flint, of Smithville, Texas, styles himself "the hustler." He is stage manager of Maney Opera House.—G. C. Scranton, of Sault Ste Marie, is meeting with success.—J. A. Lampert, of Ogden, Utah, controls Ogden, Huntsville, Eden, Hooper, West Weber, Plain City, North Ogden and Riverdale. Quite a nice circuit.—T. F. Chaffee & Son, of Shelbyville, Ind., are highly recommended.—Moreley Bros., of Philipsburg, Pa., complain that the association has not sent them any work, and they think it is neglecting the small towns. This is a common error on the part of bill posters in the smaller cities. None of the bona-fide associations engage or promise to provide work. The only person who furnishes work is the advertiser, and he generally designates the towns that he desires posted. Sometimes though, this is left to the agent, but not often. Beware of associations that promise work in return for the pitance involved in an initiation fee. They are delusions and snares. Real associations cannot, and do not, but they are very good things to belong to for all that.—Frank P. Lauthlin, general manager of the Lauthlin-Plato Bill Posting Co., of Cripple Creek, Col., reports good business.—The firm of Oplinger and Butkiewicz, of Nanticoke, Pa., has been dissolved. Thos. Butkiewicz retiring. The business will be continued by S. P. Oplinger under the firm name of Oplinger & Co.—B. Yecker, of Lancaster, Pa., says business is bad.—J. G. Loving, of New Castle, Pa., has one of the best towns in western Pa.—C. C. Ames, of the Old Colony Bill Posting Co., of Providence, R. I., stands well among the agents and advertisers.—Fred L. Schaefer, of Henry, Ill., has just completed thirty new twenty-four-sheet boards all in prominent locations.—Chris Ulrich, of Jacksonville, Oregon, is well recommended.—G. W. Bigham, is the city bill poster at Corvallis, Oregon.—Harry Drury, manager of the Empire Bill Posting Co., of Indianapolis, says business is slow.—Frank Langham, manager of the opera house at Luverne, Minn., has bought the boards in that city formerly controlled by Dana M. Baer.—Ben. S. Theiss, of Birmingham, says the monthly visits of THE BILLBOARD are always welcomed with joy. He assures us that he finds it helpful and informing. He reports business good.—H. Bossemeyer, is located at Superior, Neb.—Jas. A. Curran, of Denver, is one of the few bill posters who can boast of possessing a complete file of THE BILLBOARD.—Fred Whitehead, of Passaic, N. J., is a boniface. He owns the Passaic Co. Hotel.—J. M. Kean, is a new one at Tacoma, Wash., he is advertising agent of the Muth St. theatre in that city, but is reaching out after commercial work.—Crittenden Bros., of Centralia, Ill., advertise posting and distributing in city or country.—W. B. Lowden, the efficient and energetic manager of the Munson plant in the metropolis, is slowly but surely pushing his charge toward the head of the procession.—J. E. Williams, is the only bill poster at Streator, Ill.—The Gazette Bill Posting Co., is the name of the bill posting Co. at Galena, Ill. A. E. Heron is manager. This company also publishes the Daily Gazette.—F. A. Sherwood, of Ottawa, Ill., does the commercial posting of that city.—A. Daniels, of Santa Cruz, Cal., is one of the new school of bill posters who believe in advertising. We will exploit his services for a year.—C. F. Rodgers, of Sidney, O., has a splendid line of boards.—H. O. Seibe, of Crystal Springs, Miss., wants to join an association.—The advertiser of Mansfield, Pa., under date of Feb. 24, devotes a quarter of a column to THE W. D. Husted Adv. Co.'s bill posting plant. It commends their service highly.—The Tyrone (Pa.) Bill Posting Co., who control most of the boards in that city, recently endeavored to get a license ordinance passed in that city. The city solicitor informed them the town was too small. Sheer rot!—many a town of less than 200 population has enacted licenses. Tyrone, we judge, has nearly 800.—J. C. Wheeler says there are no finer boards in the South than those of Morristown, Tenn.

"That New and Different Paper."

The Ad-Writer

A meaty and mighty independent paper, published monthly, at St. Louis, Mo. The only ad journal that wears no gloves.

All that its name implies. — *Newspaper Ink.*
Worth its weight in gold to anybody who writes ads. — *The Country Editor.*
Made up of bright things, nicely condensed. — *Elmer (N.J.) Times.*
It starts right and promises well. — *National Cooper's Journal.*

SAMPLE COPY TO YOU, FREE.

H. H. PARAMORE, Editor,
519 Olive St., St. Louis.
Twelve Months for a Dollar.

SIDNEY, OHIO, C. P. ROGERS
CITY BILL POSTER.
Owns and controls all billboards and dead walls in the city.
Also DISTRIBUTING carefully attended to

PERFUME.
SACHET POWDER—The daintiest, sweetest, most lasting for pocket, drawer or closet. Will scent everything. Ten cents a package.
G. F. TUCKER, Sheldon, Mo.
Box 157. 1197

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

"Mr. Manager!"
"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.
OUR artists are expert and up-to-date.
WE do bill posting, distributing and tacking.
WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.
OUR boards, stock, labor and prices are O. K.
WE have no alleys, back fences, "charlie boxes," boys or "bums."
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.
Population of City 17,000. County 50,000.
Country 5,000,000. 1197

A. E. BENTLEY,
Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

Nashville Distributing and Advertising Co.,

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. 117 JAMES L. HILL, Mgr.

The Christmas Billboard, 1897.....

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, our December 1st, next. It will consist of 36 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.
Whole page \$50.00
Half page 27.50
Quarter page 15.00
Eighth page 8.00

LITHOGRAPHED PAGES.

Page 2 of Cover, in 2 colors \$100.00
Page 3 of Cover, in 2 colors 100.00
Page 4 of Cover, in 8 colors 200.00
Double page center, in 8 colors 300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9x12 1/2.

AMBROSE, INDIANA COUNTY, PA.

Rural Advertising Co.

Contractors for Outdoor Advertising. House to House Distributing a Specialty.
Prompt and reliable service guaranteed.
S. J. McMANIS, MANAGER.

MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y.,
Distributors and
General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited.
Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

We Want Your Work!

Bill Posting, Distributing, Card Tacking and Fence Painting.
STAR BILL POSTING & SIGN CO.

EDWARD H. GRUZARD, Manager. COLUMBUS, CA.

J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.
DISTRIBUTING.

Own and Control all Boards and Privileges.
20,000 Square Feet of Boards. POPULATION 15,000.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S

POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO
CINCINNATI
NEW YORK
CHICAGO

ESTABLISHED 1876.
CHARLES W. YORK,
Bill Poster and
Distributor.
HAVERHILL, MASS.
I make a specialty of Distributing.
Reference if required. 1197

G. F. BANGASSER & CO.
CITY BILL POSTERS AND
DISTRIBUTORS.
Signs Tacked and Signs Painted. Own all Bill-
Boards in our locality. P. O. Box 38
McMINNVILLE, OREGON.

HIGGINSVILLE, MO. Pop. 5,000
The Greatest Country on Earth.
RIGG BROS.
The only licensed BILL POSTERS in the city.
Control and own all billboards and advertising
privileges in the city. We are up to date. All
work properly executed. Also signs tacked.
Distributors and Sign Painters. 117

Philip B. Oliver,
Licensed City BILL POSTER.
AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets.
Special Attention Given to Commercial
Work and Distributing.
All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 23,000.

HENRY C.
CROSBY
ADVERTISING
SIGNS,
Romaine Building.
PATERNON, N. J.

NIGHT & DAY.
That is just the way we are work-
ing now.
Pleased advertisers—are you one
of them. Write us about our 14
towns. Paterson 100,000; Passaic,
20,000; Rutherford, 8,000.
PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs.
Population 70,000. I guarantee the value of all
Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager

Wilmington,
Delaware. Population,
75,000

WILMINGTON
BILL POSTING,
DISTRIBUTING
AND
ADVERTISING
COMPANY,
Established in 1853.

JESSE K. BAYLIS, } Proprietors D. K. JACKSON,
Geo. W. JACKSON, } Supt.

Own all the prominent boards throughout the
city. Satisfaction guaranteed on all work.

Office, Grand Opera House,
Wilmington,
Delaware.
Population,
75,000

Eastern Ohio Distributing Bureau
Box 153, YOUNGSTOWN, O.

Circulars distributed. Signs nailed up. Ad-
vertising matters of every description through
Western Reserve. Member I. A. of D.

HERMAN DELKER
Bill Poster - - Distributor,
JUNCTION CITY,
Box 402. KANSAS.

What is worth doing at all,
is worth doing well.
JNO. H. JONES,
Best facilities for distributing, sampling, sign
tacking—card, tin or steel. Population, 500,000.
Dwellings, 85,000. Member I. A. of D.
Office, N. W. Cor. Mount & McIntosh Sts.,
BALTIMORE, MD.

Indiana, Pa. H. K. Apple,
Bill Poster and Distributor. 11

R. W. STORRS,
De Funiak Springs, Fla.
Can cover all West Florida outside of Pen-
sacola in any manner desired. 11

Brantford, Can. Pop. 17,000.
Chas M. Smith & Co., Bill Posters and Dis-
tributors. own and control 20,000 feet of
boards. Reliable distribution. 11

Oakland, Cal.
Belasco & Co., Bill Posters and Painted
Signs. 1197

Lu Verne, Minn. Pop. 3,000.
Dana M. Baer, Bill Poster and Distributor.
Box 400. 1197

Clarksburg, W. Va. Pop. 5,000.
W. L. Deison, City Bill Poster and Distrib-
utor. Box 400. 1197

Butte, Mont. W. E. Kendrick.
Bill poster and sign advertiser. P. O. box
122. 1197

Oregon Sign Co.,
Bill Posters, Distributors and Sign Paint-
ers. Box 374, Oregon City, Oregon. 1197

Fayetteville, N. C.
Hawkins Bros. Bill Posters and Distribu-
tors. Lock Box 170. 1197

Santa Fe, N. M. A. M. Dattelbach,
Bill Poster, Tacker and Distributor for
Santa Fe, Taos and Rio Arriba Co's. 1197

Lorain, O., P. J. Smith,
Bill Poster and Distributor. 319 6th St. 1197

Laramie, Wyo.
H. E. Root, Mgr. Opera House and City bill
poster and distributor (1197), 150 3rd St. 1197

Bolvidere, Ill.
Fred. Wilm, Bill Poster, 312 Caswell St. 1197

Uncommon Descriptive Posters

are a good deal rarer than a great many people suppose; you do not see them often by any means. There is no dearth of the other kind, the ordinary, the common-place descriptive poster. You find it everywhere, performing its duty, it is true, but in a careless, perfunctory and indifferent manner. Have you ever seen a careless, poorly-paid servant girl at work? Did you ever notice how she sloughed through and slighted her work? Well, that's just the way that the common descriptive poster does its work. But with the uncommon, it is different. This latter, cries aloud in the thoroughfares. It stands boldly on the boards, no matter what its environment may be, and drowns the outcries of competing posters, compelling attention by its perfect poise and unison. That is the uncommon, descriptive poster, the kind you cannot get at a country office, in fact, there are very few offices where you can get them, for the reason, that the art of poster composition is but little understood. They may be had, however. If you doubt it, send your order to

Hennegan & Co.

CINCINNATI, O.

For \$182.00

I will place a booklet in every home in Cincinnati and her suburbs in Hamilton county. There are exactly 121,358 homes. About 13,500 of the booklets should be printed in German, to bring the best results. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large: they average five members each, ergo, you reach 606,790 people through my house to-house distributing service.

w. h. Steinbrenner

ROOM 609, LINCOLN INN COURT, 519 MAIN ST.

Established 1892.
Fifth Year.
Best of references.

The W. D. Husted
Advertising Co.

Town and Country BILL POSTERS,
Distributors, Bulletin Sign Painting,

AND
Out door Advertising of every description

Office: 67 Main Street,
MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL
BOARDS AND POSTING
PRIVILEGES IN

MANSFIELD.

The leading town in the "Northern
Tier," over 6,000 square feet of boards.

Also have boards and posting privi-
leges in every town in the county.

Are You in Need

Of a traveling salesman to
advertise your goods and take
orders? One who can give
the best of references and
who understands his busi-
ness. Address

ADVERTISER,
Care The Billboard.

Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between prin-
cipal points of the United States and Interior
Mexican Points. No Transfer of Cars at
the Border.

A through Pullman Buffet Sleeping Car Line
running daily between San Antonio, Texas, and
the City of Mexico.

A passenger representative meets all trains at
the border to look after customs inspection and
to aid passengers in making money ex-
changes, etc.

An inspector of customs accompanies the train
each morning from Eagle Pass, Texas, to San
Antonio, Texas, to make inspection of baggage
belonging to northbound passengers at their
convenience.

For further information call on or address any
agent of the Southern Pacific Co., or

W. H. CONNER,
Commercial Agent, Commerce Bldg.,
Cincinnati, O.

C. K. DUNLAP,
Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

Licensed and Responsible
Bill Posters and Distributors.
WE ARE SUCH.

BROWN & WATSON
Pop. 10,000. PERU, IND.

Wilmington, North Carolina. Pop-
ulation, 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

Hillsboro, Texas.
Phillips Bros., City Bill Posters and Distribu-
tors.

Oswego, N. Y. F. E. Munroe.
Licensed Bill Poster, Distributor and Sign
Painter. 1197

Troy, Ill.
F. C. Gates, Bill Poster and Distributor.
Reference furnished. 1197

Po'keepsie, N. Y. 24 Mechanic St.
M. F. Sprenger, The Honest King Bill Pos-
ter and Distributor. 1197

Waukon, Iowa. Wm. S. Hart & Co.
Pop. 3,000. Control all space, including
Opera House and Fair Grounds. Good
work anywhere in N. E. Iowa. 1197

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill
boards and spaces. P. O. Box 189

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distrib-
uting and Advertising Agents. Work
promptly and properly executed.
FORT WAYNE, IND. C. B. Woodworth,
Manager. 1197

DENVER, COLO.
The Curran Bill Posting & Distributing Co.
owns and controls all bill boards and ad-
vertising privileges in Denver, Pueblo and
Colorado Springs. Population of Denver,
165,000; Pueblo, 40,000; Colorado Springs,
Colorado City and Manitou, 20,000. 1197

Lima, Ohio. Pop. 20,000.
W. C. Tirrell, City Bill Poster and Distrib-
utor. Work promptly done. 1197

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distribu-
tors, 224 Second street. 1197

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill
Poster, Distributor. 82 So. Bow street. Sole
control of all bill boards in city and adjoin-
ing towns. 20 years' experience in this city
Baggage and scenery truck express. 1197

Newport, Ky. G. H. Otting & Son.
Own and control all boards. Good Service.

Waukegan, Ill.
G. Runey & Son, Distributors. Bill Posters,
etc. (Circuit 18 towns.) Pop. 35,000. 1197

I Want To Place Your Bill Posting!

I have made this style of advertising a study for years; and in that time I have placed the posters and other display for a number of large firms. I have traveled from town to town, and personally superintended the placing of this matter, and I am thoroughly conversant with the needs and the capacities of the various cities and towns.

I have letters, recent letters, from nearly every bill poster in America, naming rates, and stating their ideas of the quantities of paper needed to adequately cover their territory.

I have the estimates of the largest theatrical booking agents, as to the quantities of paper needed to bill the various towns that their shows reach.

Here, at your service, is the bill poster's estimate; the theatrical agents' estimate, and my estimate from my own experience and from my knowledge of what other advertisers are doing just now and the results they are obtaining.

I can do you lots of good in this line. You, yourself, have not the time to do this work. Your salesmen are worth more to you selling your goods. Your jobbers, or selling representatives in the various cities, each has an idea of his own; you can't follow them all; and, after all, their opinions are not from experience.

And, my services cost you nothing. That's right—nothing.

Come and see me; let us talk the matter over.

Sam W. Hoke

107 West
28th St.
TELEPHONE
CONNECTION.

"LONG-DISTANCE
BILL POSTING
CONTRACTOR."

NEW YORK.



Sam W. Hoke, New York.
Morrison HAYMARKET THEATRE BLDG.
161 WEST MADISON ST.
CHICAGO.

SAY! DON'T FORGET THE ADDRESS! SEE!
..... 107 WEST 28th STREET.

THE BILLBOARD

VOL. IX., No. 4.

CINCINNATI, MAY 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

MAKING IT PAY; Hints for Country Bill Posters.

By HARRISON HAYNES HUBBARD.

This is the first of a series of articles which will run through perhaps a half dozen issues of THE BILLBOARD. I know of no better way of introducing myself to the readers of the paper, than by simply stating that I used to be a country bill poster myself, and, by the way, before I proceed further I will just explain what I mean by a country bill poster. He is a bill poster who is located in any town of under ten thousand inhabitants. Just at present he is an exceedingly various personage. Sometimes he is a paper hanger; quite frequently he is the stage carpenter of the opera house; then again he may be a sign painter, a livery man or a carpenter. Occasionally he is *her*, for I know well-nigh a dozen plants that are managed, and well managed at that, by women. During the course of my peregrinations I have found many queer unions of this kind. For instance, I have known bill posters who were also lawyers, dealers in fertilizer, preachers, justices of the peace, chief of the fire department, managers of theatres, doctors, printers, druggists, undertakers, and, in fact, anything at all that would help to add to the meager earnings of their billboards.

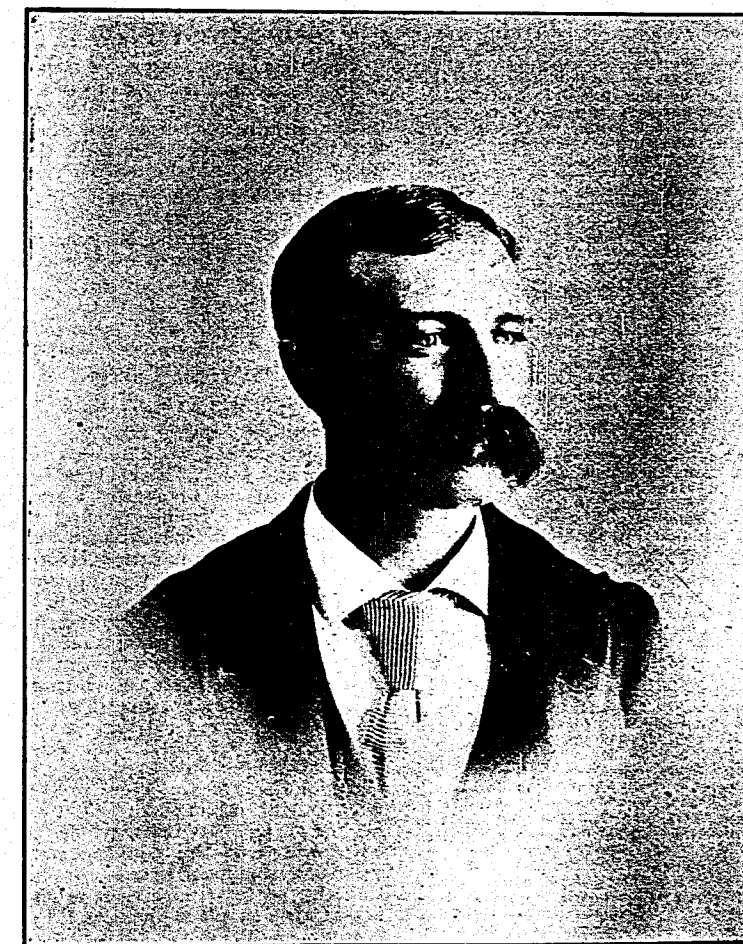
I was a publisher when I went into the business. I owned a weekly in a Western town. My parents had purchased it (the weekly) for me when I left college, so as to give me a chance to grow up with the country. The town had about 2,500 inhabitants, although we claimed 3,500, and was located, to quote a writer of note, "about forty miles from everywhere."

For about two years I had a terrible struggle with the weekly. It was nip and tuck. Occasionally I got the weekly down, but generally it was on top. I tremble yet to think what might have been if mother, down East, had not sent me regularly large boxes of grub. The circulation at the time I came into possession, so the former owner glibly informed us, was 1,100, and the mail list galleys, hastily counted, bore him out. But it shrunk terribly on closer examination. It is astounding what a number of sample copies it takes to go round among the eastern agents. In my case it was over two hundred, and when these, together with exchanges, advertisers who dealt direct and dead ones, were subtracted from the total, I found my bona fide list was a trifle under five hundred.

This, of course, was discouraging, but I bucked to it with a will. Talk about schemes for circulation building! I figured out a thousand. I started a boiler-plate serial, and presented every man, woman and child in the county with a copy of the issue containing the first installment. I offered chromos, constructed clubbing lists, and made a personal house-to-house canvass. I tried everything I had ever heard of, but the circulation absolutely refused to budge. The advertising patronage was just about as stubborn, and finally I got discouraged and tried to sell it. I inserted glowing advertisements in the Eastern papers, but without results. Then I began to look around for a trade. I tried to swap it in turn for a sheep ranch, mining claim, a hotel, a livery stable, and finally offered it for a half interest in a small circus, but failed signally in each instance.

About this time my fellow citizens determined to hold a fair. They met, organized an association, and elected me secretary. I little suspected what I was doing when I accepted the position. I only saw a salary which, while nominal, was tangible, but I soon discovered that the secretary of a fair association was the whole thing. He is supposed to know everything and do everything. He is the manager, bookkeeper, general director, advertising and press agent, all rolled into one. I did not know even a little bit about fairs, so I started in to read up. I consulted the American Newspaper Directory for a trade paper devoted to fairs, but there was none listed. Then I wrote to Rowell & Co., explaining what I want-

I wish I could describe the consternation of the directors when the paper arrived. There was enough to bill an ordinary circus in a dozen towns. There were half-sheets, whole sheets, three-sheets and great big twenty-eight-sheet stands. We could not return it for it was all crossed-lined. Neither could we hold it over for the next year because it was all dated. What to do with it was the question, especially the big stands. Enterprising citizens came forward and offered sides of barns, stables, and even store rooms, but few were large enough. By this time, much reading of THE BILLBOARD had awakened in me an interest in bill posting, so I suggested to the directors that we build some boards.



W. D. REDINGTON.

ed, and finally along came a copy of THE BILLBOARD.

I immediately wrote for back copies and also to the secretaries of other fairs for information, methods, etc. In due course, I began to get a line on how to go about things, but by this time our fair was upon us, and the advertising had to be settled. It was decided that we ought to have some posters, and I was delegated to order them. As I had no idea of styles or the amount required, I wrote to a well-known Cincinnati printing house, explaining my needs as best I could, and gave them an open order to select styles and quantities in amount such as they thought I might need. And they did with a vengeance.

Well, to make a long story short, we built the boards and soon had the town covered. Then we built boards in adjacent towns and covered them, making country routes in the meantime throughout all that section of the State, and by dint of perseverance and hard work we finally used all the paper up.

The fair itself, I am afraid, did not amount to much, but the attendance was enormous. Visitors came from miles around, and everybody in town, especially the merchants, voted the fair an unqualified success. If ever the directors get done paying for those posters they will surely hold another fair.

As for me, when the blow-off came they owed me a little over a month's salary

and settled by making over to me all the boards we had built, and that is how I got into the business.

I immediately arranged to advertise the Gazette (my paper) on my newly acquired boards and throughout the country in the same manner I had the fair, but not quite so lavishly you may be sure. I used a one and a three-sheet, printed from pine blocks, which I engraved myself. The results surpassed my most sanguine expectations. Subscriptions began to come in, slowly at first, but faster as time wore on, and eventually advertising took on a mild boom. I soon found myself in possession of a bit of paying property. Others found it out almost as soon as I made the discovery, for I was surprised shortly thereafter to receive an offer for the paper, which gave me a very fair bonus over what I had paid for it originally. I sold it quick. I was an enthusiastic bill poster by this time, and as an opera house was building in the town and I had already succeeded in working up some local trade, I was anxious to devote my entire time to my new venture.

Success attended me, and, oh, how I enjoyed it. After my experience as a publisher the mere fact that I was making headway was a delight. As weeks grew into months and my bank account continued to mount higher and higher, my joy simply knew no bounds. At last I was self-supporting and independent! I will never forget those days if I live to be a hundred years old.

When I figured up at the end of the year I found that I had cleared twelve hundred dollars. But I also found that that was about the limit that a town of 2,500 inhabitants would yield. I was ambitious. I concluded I would look for a larger town, so I broke my assistant in to routine office duties, and prepared for a trip. I had a line of sample posters from an eastern house that gave me a commission on all sales which I made for them, and as I had been quite successful at home I concluded to take them with me, my idea being to defray some portion of my expenses by canvassing the various towns I intended to visit. It was a happy thought. I met with such marked success on the road, and I enjoyed the work so thoroughly, that I determined to follow it until such time mayhap as I might be able to buy or buy into a city plant.

When the subject of this series of articles was first broached to me I rather thought that there was little that I could say to the readers of THE BILLBOARD that would be particularly helpful or interesting, but since thinking the matter over I have concluded that I may possess some ideas and be able to convey some suggestions which will here and there prove profitable. I shall do my best, any way, and if I do no good, at least, I shall do no harm.

In the beginning I want to direct attention to the vast number of good towns that are yet unoccupied. I know that any town of 2,500 inhabitants can be made to pay a hundred dollars a month. I believe that towns as low as 1,000 will support a bill poster if he will also do distributing, sign tacking and sign painting. It is strange that in view of the congested condition of other fields of effort that so many opportunities are overlooked.

Then again, there is many a bill poster at present in a good country town, who is barely making a living—continually hustling, in fact, to make both ends meet, who by the exercise of a little judgment might double his earnings. It is to these that

THIS IS AN AGE OF SPECIALTIES

We make a specialty of Posters—colored, lithographed posters. They are just the thing with which to advertise *your specialty*. We can prove that we can give you more profit-bearing advertising with posters for a certain stated amount of money, than you can obtain for a like amount in any other medium. We not only prove it, but *we guarantee it*. If you are dubious, write us.

THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

To get the best results from posters, advertisers should use special posters, that is to say, they should have their posters made to order—have a special design made especially for their own use. But those who want to try them in a small way, just for a beginning, will find our stock or syndicated posters just the thing.

HERE ARE TWO NEW ONES.



THIS ONE

is designed for milling companies, who may wish to advertise (experimentally) any specialty in the way of a brand of flour, oatmeal, rolled oats, cracked wheat, cereal preparation or breakfast food. It enables them to test the value of this class of advertising on a single town, thus, involving only slight outlay. The poster is a good one. Nice fat healthy babies catch the mothers, and the mothers buy the groceries. The idea is all right; so is the size 28 inches wide and 42 inches high, handsomely lithographed in colors. We sell them printed as desired all ready to post as follows:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

THIS ONE

is designed to advertise cigars, whisky, bitters, spices, or will answer for a tooth powder. It is in no sense a show bill, but on the contrary, is beautifully finished in colors, and resembles a handsome show card. It is particularly attractive. There is something about it which commands the attention and holds it. It is attractive without being either suggestive or vulgar. No better poster was ever made for advertising articles of interest to men. We sell them all printed and ready to post at the following prices:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

If your bill poster can not show you samples, send 9 cents in stamps for either. Send it to

THE DONALDSON LITHO. CO.
CINCINNATI, OHIO.

BILL POSTERS AND AGENTS. Please note that we have issued new posters for Bicycle Dealers, Fairs, Running Races, Trotting Races and Boat Races; new posters for Bicycle Races, Spring Hats, Spring Shoes and Spring Clothing; new posters for Picnics, Athletic Carnivals, Baseball Matches and Outings; new posters for Traction Parks, Excursions, Ice Cream Parlors and Gas Stoves. Samples free to agents and bill posters of recognized standing.

H. K. APPLE, INDIANA SIGN CO.

SUCCESSOR TO . . .
SIGN WORK OF ALL KINDS TO ORDER.
BILL POSTING A SPECIALTY.

10,000 Feet of Private Space at your disposal. Will rent spaces any length of time. Give him a trial. County work taken on application.

INDIANA, PA.

AGENTS WANTED

Either ladies or gentlemen, to sell our new

● HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 East Third St., CINCINNATI, O.



Your Portrait.

We will send **THE ADVERTISING WORLD** (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make

this offer just to introduce our paper to new readers. **THE ADVERTISING WORLD** is an eight page, five column, monthly paper, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

JOHN T. WILLIAMS, BILL POSTER.
346 Morrison St., PORTLAND, OREGON.
Population 90,000. Established 1868.

YOUNGSTOWN, O. Box 153.
Send all circulars and samples for distribution throughout the Western Reserve to the . . .
Eastern Ohio Distributing Bureau.

SEED MEN LOOK OUT!

It's your turn next. If you would catch the farmers of Oklahoma advertise in **THE HORNET**. Goes to 800 farmers in Oklahoma in May. 3 cts. a line. Goes to press 25th. **OKLAHOMA HORNET**, Guthrie, Oklahoma. Box 260. 50,000 names, never been copied. \$1.00 per 1,000. Good chance for patent medicine men. 50,000 names—\$1.00 per 1,000; 5,000, \$4.50; Self-setting Rats, 20 cts., catch 100 a night, 55 Receipts, \$1.00, all different. Circulars mailed with **The Horner**, 10c per 100. Address, **OKLAHOMA MAILING AGENCY**, Box 260, Guthrie, Oklahoma.

WE WANT to hear from ADVERTISERS who use names or addresses of any kind, particularly SICK FOLKS, AGENTS or FARMERS. We have over 2,000,000 letters received from advertisements run by various advertisers of late dates, which we will rent for copy. We buy letters every day. Let us hear from you. **ADVERTISERS' LETTER BUREAU**, C. E. BAILEY, Manager, 113 W. 31st St., N. Y. City. Largest Letter Brokerage Concern in the World.

PRINTERS, ENGRAVERS, DESIGNERS,
Write for Prices and Save Money.
Cross Printing Co. CHICAGO

100 No. 6 Envelopes Printed for 75 Cts. and 100 Note Heads POST PAID.
25 ENVELOPES, 10 CTS.
GEN CARD CO. (B) North Cramer Hill, N. J.

Do You Use Circulars?

We send ours to 1,000 or more new names (no directory names) each month with good results. Should be pleased to send yours (6x9 or smaller) with them for \$1.00 per thousand. Prepay all charges.

We will sell *Three Copies Only* of our lists for 30 cts. per 100 or \$2.00 per thousand.

D. W. McNEAL CO.,
511 W. 67th Street, Chicago, Ills

Mrs. V. C. Seward, Stillwater, Minn.
Bill Posting and Distributing.
Member International Bill Posting Association.

POPULATION 12,000.
HARRY P. BOWMAN,
City Bill Poster,
Distribute Circulars.
JEANETTE, PA.

J. H. HAYNES & SONS' DISTRIBUTING AGENCY
Only Exclusive Distributing Agency in the City.
"House to House Work" Our Motto.
POPULATION, 19,000.
262 Mulberry St., IRONTON, OHIO.

Stillwater, Minn. Mrs. V. C. Seward
City Bill Poster and Distributor.

L. A. DANIELS,
City Bill Poster and Distributor,
SANTA CRUZ, CAL.
POPULATION 8,000.
Member International Bill Posters Association,
of United States and Canada.

Toronto, Can. City Bill Posting Co.
G. N. Parker, Manager.

C. A. HOOD,
...LICENSED...
City Bill Poster and Distributor,

Own and Control All Billboards and Dead Walls in the City.
Special Attention Given to Commercial Work.

Lock Box 283. DELPHOS, O.

STILLWATER, MINN.
Mrs. V. C. Seward.
Distributor and Bill Poster.

6,000 Names and Addresses.
Printed on Gummed Paper. All received in reply to my Directory adv. since June 1896, none older. Price \$1.00 per 1,000, 500 for 50c. Stamps taken.
JOHN H. ROWELL,
1556 Huron Street, Chicago.

MRS. V. C. SEWARD,
Bill Poster, Stillwater, Minn.

ALEXANDRIA, LOUISIANA.

POPULATION 7,500.
BLADES, the Advertiser.

LICENSED CITY BILL POSTER AND DISTRIBUTOR.

SIGNS PAINTED ON WALLS AND FENCES.
Owns and controls all billboards in the city. Write me for particulars.

The Babbitt Entry and Record System.

INGENIOUS & SIMPLE & PRACTICAL
The Babbitt Ticket Account Book.
PRACTICAL & SIMPLE & INGENIOUS

FAIR MANAGERS
Should correspond with the undersigned, in reference to the above and special books designed to order

Arthur Babbitt
MADISON, WIS.

Established 1889. C. L. MUNKEL, Manager.

INTEGRITY ADVERTISING AGENCY

2776 Garnet St., PHILADELPHIA, PA.

One reason why you should give us a trial. We have yet to receive our first complaint for work done by us in a careless, indifferent or dishonest manner. When placing any advertising in Philadelphia, or within a ratio of fifteen miles, we would be pleased to hear from you. We make a specialty of distributing circulars and samples, tacking and all kinds of out-door advertising. Estimates Cheerfully Furnished.

HIGGINSVILLE, MO. Pop. 5,000
The Greatest Country on Earth.

RIGG BROS.,
The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

If you are an up-to-date advertiser you want the latest and best advertising novelties. Before placing your order write
The Adv. Novelty Co., 32, 34 & 36 E. 3d St.
CINCINNATI, OHIO.
Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, &c.

The Bill Posters' REAL Friend.

I am *now* placing posters for the George W. Childs Cigar in almost every state and territory, from the Atlantic Ocean to the Pacific.

The posters range in size from a quarter-sheet snipe to a 24-sheet stand; there are twelve different sizes and kinds, and I designed and printed all of it, and it all bears my imprint. I have spent \$100,000 for these people, and I expect to spend three times that amount during the coming twelve months for them.

During the past year numerous bill posters had this paper on their boards without a break for the entire year.

I am *now* placing posters for the Admiral Cigarette Company throughout seven states; the posters were designed and lithographed by me, and bear my imprint; 200 bill posters consider this a good thing.

I am *now* posting and distributing in ten states for Saver Tonic; the posters were lithographed by me and bear my imprint.

I am *now* placing posters for the Dunlop Detachable Tire, throughout the Union, as far west as Denver. The posters were lithographed by me and bear my imprint.

Hawes Hats, 3-sheets and 16-sheets, bearing my imprint, occupy the billboards in 400 cities and towns; some of this is placed and paid for by the local agent, some by me.

Gold Bond Cigar is a new advertiser; I am *now* placing their paper on the billboards in several states. The first idea this advertiser ever had of using the billboards he got from me nearly two years ago. His paper will be well handled, and he will be a big spender with the bill posters.

The above are among those which I am *now* placing with the bill posters.

The Advertisers' REAL Friend.

My facilities for placing YOUR bill posting are of a superior nature. I am known to every bill poster in the Union as the promptest pay in the business, and I get the best of treatment on this account.

They all know that I do not countenance any careless work—that the occasional man among them who proves dishonest with one of my clients, loses the future work of all my clients.

Come and see me. We can benefit each other.

Sam W. Hoke

Long Distance Bill Poster,

Telephone connection.

107 West 28th St., NEW YORK.

There are a *few* bill posters who have not communicated with me, nor sent me their rates, capacity, etc. Those who have not are invited to do so.

THE BILLBOARD

VOL. IX., No. 5.

CINCINNATI, JUNE 1, 1897.

PRICE 10 CENTS
PER YEAR, \$100.

AT THE BEGINNING.

By CHARLES AUSTIN BATES.

"A thing well begun is half done." That's an old saw, but, like many old saws, it has a sharp wisdom tooth. Proverbs are usually the condensed expressions of an observant person's experience. Many failures in business might be traced to a wrong beginning. So many men go into business in the way they would accept "a pig in a poke." It is simply "business," and if success comes, they take it that it is all chance or luck, something for which no account may be given. If failure comes, it is accepted in the same feeble-minded manner. There is something pitiable in the blind trust often displayed in business methods.

The man opening a new business should be able to look at himself and his venture in the perspective, and not a distant perspective. If he is about to introduce a new article of food, let him ask himself: "What would I think of an ad for some thing similar? What qualities would be most likely to appeal to me? Where would I be most likely to see the ad?" In ninety-nine cases out of a hundred the answers would be: "I'm always on a still hunt for something to make and keep myself and my family healthy. These qualities, vouched for in a new food, are what all men and women are on the lookout for. I'd be much more likely to see and remember a large and attractive poster than a plain black and white talk in a newspaper."

Not to cry down newspaper advertising, but there is time and place for it. It is not the beginning, not the foundation. It is the keystone of the arch, the mansard roof, or the tower that pierces the clouds.

People read newspapers for so many other things than the advertisements. True, the Sunday papers have come to be a necessity to the thrifty housewife; and, when it comes to a matter of economy, what woman is to be left uncounseled?

The needs of women and their ideas of thrift, of taking the high tide in their household affairs that leads to making one dollar do the work of two, have instituted the bargain day, the bargain counter and the five and ten-cent stores. Sunday's advertisements are good investments for all concerned.

But week-day papers are read hurriedly for the sake of Wall street news, for what Congress is doing with the tariff, for base and foot-ball notes, for the races, for the latest society gossip and to follow the Lexow investigations and murder trials.

When that is done, then the man, on his way to business, is sure to notice the billboards.

The woman, out for marketing, perplexed with the triple daily problem: "What shall I buy for luncheon, dinner and breakfast to-morrow morning?" will hail with satisfaction the broad grin of Aunt Jemima, who is in town again, the prim, capped and aproned woman with her cocoa, or the smirking little epicure with his soup.

Besides the habitual readers of newspapers who do not read advertisements every day, but who read billboards without loss of time or effort, there are multitudes of persons who only take up a newspaper by accident. They are not accustomed to reading. They will give as much credence to the romantic syndicate serial story as they do to the market reports—more, for the reports of prices are

as an unknown language. They are not read at all. These people are attracted to billboards. They never pass them without knowing every panel. They note the prancing steeds of Buffalo Bill's Congress of Rough Riders, and every nerve tingle. They smile sympathetically, and feel a strong impulse to shove the plate of smoking flap-jacks within reach of the crying youngster, and they sniver with the short-shirted boy whose mother did not use Wool Soap.

Next to this method of obtaining publicity is the house-to-house distribution. People complain sometimes that their stoops, verandas and lawns are strewn with circulars and dodgers; that their let-

by sample long before the newspapers and magazines told their readers where to find it. The article was well distributed, the demand was established, a good foundation was laid.

A notable example of this sort of advertising is Quaker Oats. The little packages were left with thousands of families, and the broad-brimmed, benevolent, elderly man came walking towards us on the billboards. It was a long time before he reached the newspapers and magazines. When he did, thousands of children already knew him personally and were ready to declare: "Oh, we have his oats every morning."

Another successful article is Gold Dust



JOHN F. HENNEGAN.

samples see it. Very many people who first saw the same picture on the billboards will conclude that "if this thing gets into the high class monthlies it must be good for something," and so they buy.

If a man sends out posters for a certain territory, he may very easily satisfy himself that the posters are up. He may be certain that they are seen. If there are no returns, he may conclude that there is no need of his wares; that they are superfluous.

But, for all the multitudes of varieties of foods and drinks already in the market, there is always room for more. No matter if the different weaves of wearing apparel were multiplied by ten, a new one might be introduced if the right methods were taken. A fair reason must be shown why one thing is better, if only a little better, than its predecessors. Next in importance, is the time and place of telling the story. Tell it where people can hear it. Place your pictures where the busy, hurrying throngs of men and women may see them. There is so much to see and hear nowadays, sightseers have grown capricious. You must cater to their convenience, study their moods, show them something attractive. Above all, your samples must bear witness to your pictures and your print.

Success in business is no fairy story, no miracle. It is a matter of satisfactory results following right methods. It is a matter that well begun is half done.

In the current *Profitable Advertising* the publishers of the *Ladies' Home Journal* occupy a page to tell the public little else than that: "171,325 subscribers to the *Ladies' Home Journal* expired with the December, 1896, number." Wonder if they did not mean subscriptions instead?—*Book and News Dealer* (San Francisco.)

POSTPONED.

International Convention.

At a conference between President P. F. Schaefer and the executive committee of the International Bill Posting Association, it was decided to postpone the St. Louis convention from July 6th until July 27th. Numerous protests have been received from members all over the country stating that owing to the proximity of the Fourth of July they would not be able to attend the meeting. Great pressure was brought to bear on President Schaefer, and he finally called the executive committee together with the above result. The members of the committee deemed it advisable to have as large an attendance as possible, and resolved on that account not to allow anything to interfere with the convenience of members. The convention will be held at the Southern Hotel, St. Louis, Mo., July 26, 27 and 28.

The *Bill Poster* published in London, Eng., devotes over two pages of its May issue to a review of Ringling Bros. Route Book. The same issue contains a reprint of one of Sam W. Hoke's *BILLBOARD* articles.

ter-boxes are filled with the literature of aggressive advertisers. These complaints have a foundation of reason. This method of advertising may degenerate into a nuisance, and the advertisers' money prove worse than thrown away. He may by this means turn people away instead of drawing them to his house.

But let him, instead of scraps of paper mottled with printers' ink, distribute samples of his goods. It may be stove polish, it may be infants' food, it may be baking or soap powder. Every woman is glad to know of something that will make her housework easier, her children healthier. She is glad to try samples. Several breakfast cereals have been advertised first in this way. It was known

Washing Powder. The innumerable pairs of pickaninnies that have sat in their tub and smiled down from the billboards at passersby, who smiled back at them, have not grinned in vain. The proprietor of Gold Dust smiles, too.

It is the start usually that is the critical time. It is the launching of the ship that requires the long, hard pull. After an article is introduced, after it is known and has become a necessity, then reminders of it in plain business talks in the newspapers are only consistent. Then a well-drawn illustration on a magazine page is dignified and argues merit and public appreciation of it. But the magazine shows its face only once a month, and then probably not many of the receivers of

[illegible]

SOME OF THE POSTERS THAT HOKE BUILT



Talk about the House that Jack Built—here are a few of the Posters that Hoke Built.

Here are a few of the Posters that Sam W. Hoke Designed.

Here are a few of the Posters that Sam W. Hoke Printed or Lithographed.

Here are a few of the Posters that Sam W. Hoke Posted and is posting to-day.

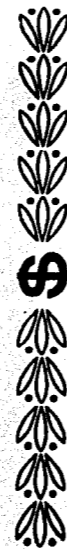
Here are a few Posters that reach from the Atlantic to the Pacific, from Canada to the Gulf.

With only two exceptions, all the posters shown on these two hundred feet of billboards were designed, engraved, lithographed, or printed, and placed on the billboards throughout the Union by Sam W. Hoke. And there is NO exaggeration here. All but two bear Sam W.'s imprint. Address,

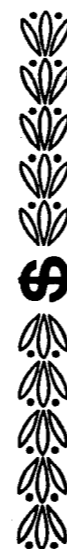
Sam W. Hoke

Long-Distance Bill Poster,
107 West 28th St., New York.

Telephone Connection.



Don't make any mistake in the address, 107 West 28th St., New York—\$ec.



If all the posters that Sam W. Hoke has put out since January, 1897, were placed side by side, they would extend seven times around the globe.

(This business is closely related to the circus business, and a LITTLE exaggeration is in order. You will pardon this little, won't you? Thanks.)



CAUTION—\$ec that the "y" is blown in the bottle; none other is genuine.



A GOOD IDEA—A RATTLING GOOD IDEA.

You go to Sam W. Hoke when you want to do bill posting. He's the man that does the business, and does it right. He's the man that gets the bill poster's best boards for his clients. He's the man that guarantees to his clients the best service to be had. He's the man that guarantees to the bill poster prompt pay when the work is done.

And that matter of prompt pay—that is why he is able to get such good service for the advertiser—at least that's one of the whys. Address

Sam W. Hoke

Long-Distance Bill Poster,
107 West 28th St., New York.

Telephone Connection.

50,000 NAMES

1891. "Everything comes to him who hustles while he waits." 1897.

The Hustler Advertising Co.

Prompt personal service guaranteed at all times. **OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.** The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET, FORT WAYNE, IND.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc. Playing Cards and Ivory Goods. Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.

Manufacturers of Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc. New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

OWENSBORO BILL POSTING COMPANY,

OWENSBORO, KY.

LICENSED CITY BILL POSTERS

DISTRIBUTING, SIGN TACKING AND SAMPLING. 25,000 square feet of Protected Boards. Association prices govern our charges. Population of City; 16,000; of County.

The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

CRITTENDEN & CO.

City Bill Posters and Distributors, CENTRALIA, ILL.

We own and control all boards in this city. Also make large and small contracts for all kinds of advertising. We cover a very large territory.

NOTHING EXCELS THE SERVICE RENDERED BY THE

BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

Special care given to House-to-House Distributing. Prompt Service by Reliable Men.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

THE AL. G. FIELD BIG MINSTRELS

For the season of 1897 and 98 will be quite the biggest organization that has ever toured the country. It was big last season, but this season it is almost twice as big as it was last year. This makes it imperative that I have a longer advance showing than local managers are inclined to give me. I want to bill three and four weeks ahead of my date. Bill posters will please send best rates. I also want to hear from suburban bill posters, as I will bill all suburban towns; also country routes and railroad excursions. Address, AL. G. FIELD, 563 E. Mound st., Columbus, O.

30,000 NEVER BEEN COPIED. We have the only bonafide list of names of Oklahoma, \$1.00 per 1,000, 30,000, \$35.00. May and June only. Oklahoma Mailing & Distributing Agency, Box 200, Guthrie, O. T. Mention paper in which you saw ad.

Middletown Advertising Co.

THOMAS KAIN, Manager.

Distributors AND GENERAL Advertisers

88 South St., MIDDLETOWN, N. Y., Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

FRANK M. DUEL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

Mexican International R. R.

EAGLE PASS ROUTE. The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico. A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc. An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience. For further information call on or address any agent of the Southern Pacific Co., or W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

SIDNEY, OHIO, C. P. ROGERS

Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

YOUNGSTOWN, O. Box 153.

Send all circulars and samples for distribution throughout the Western Reserve to the Eastern Ohio Distributing Bureau.

HIGGINSVILLE, MO. Pop. 5,000

The Greatest Country on Earth. RIGG BROS., The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

HENRY C. CROSBY

ADVERTISING SIGNS

Romaine Building, PATERSON, N. J.

11197

L. A. DANIELS,

City Bill Poster and Distributor, SANTA CRUZ, CAL.

POPULATION 8,000. Member International Bill Posters Association of United States and Canada.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Oregon Sign Co., Bill Posters, Distributors and Sign Painters, Box 374, Oregon City, Oregon.

Hillsboro, Texas. Phillips Bros., City Bill Posters and Distributors.

Santa Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Texas and Rio Arriba Co's.

Belvidere, Ill. Fred. Wilfu. Bill Poster, 312 Casswell St.

Troy, Ill. F. C. Gates, Bill Poster and Distributor. Reference furnished.

Lu Verne, Minn. Pop. 3,000. Dan M. Baer, Bill Poster and Distributor, Box 480.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. 53, Box 189.

Wilmington, North Carolina. Population, 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

Oswego, N. Y., F. E. Munroe. Licensed Bill Poster, Distributor and Sign Painter.

Lima, Ohio. Pop. 20,000. W. T. Tirrell, City Bill Poster and Distributor. Work promptly done.

Fayetteville, N. C. Hawks Bros., Bill Posters and Distributors, Lock Box 170.

Butte, Mont. W. E. Kendrick, Bill poster and sign advertiser. P. O. Box 122.

Laramie, Wyo. H. E. Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 3d St.

Clarksburg, W. Va. Pop. 5,000. W. L. Deison, City Bill Poster and Distributor.

Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

Po'keepsie, N. Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Poster and Distributor.

Lorain, O., P. J. Smith, Bill Poster and Distributor, 319 6th St.

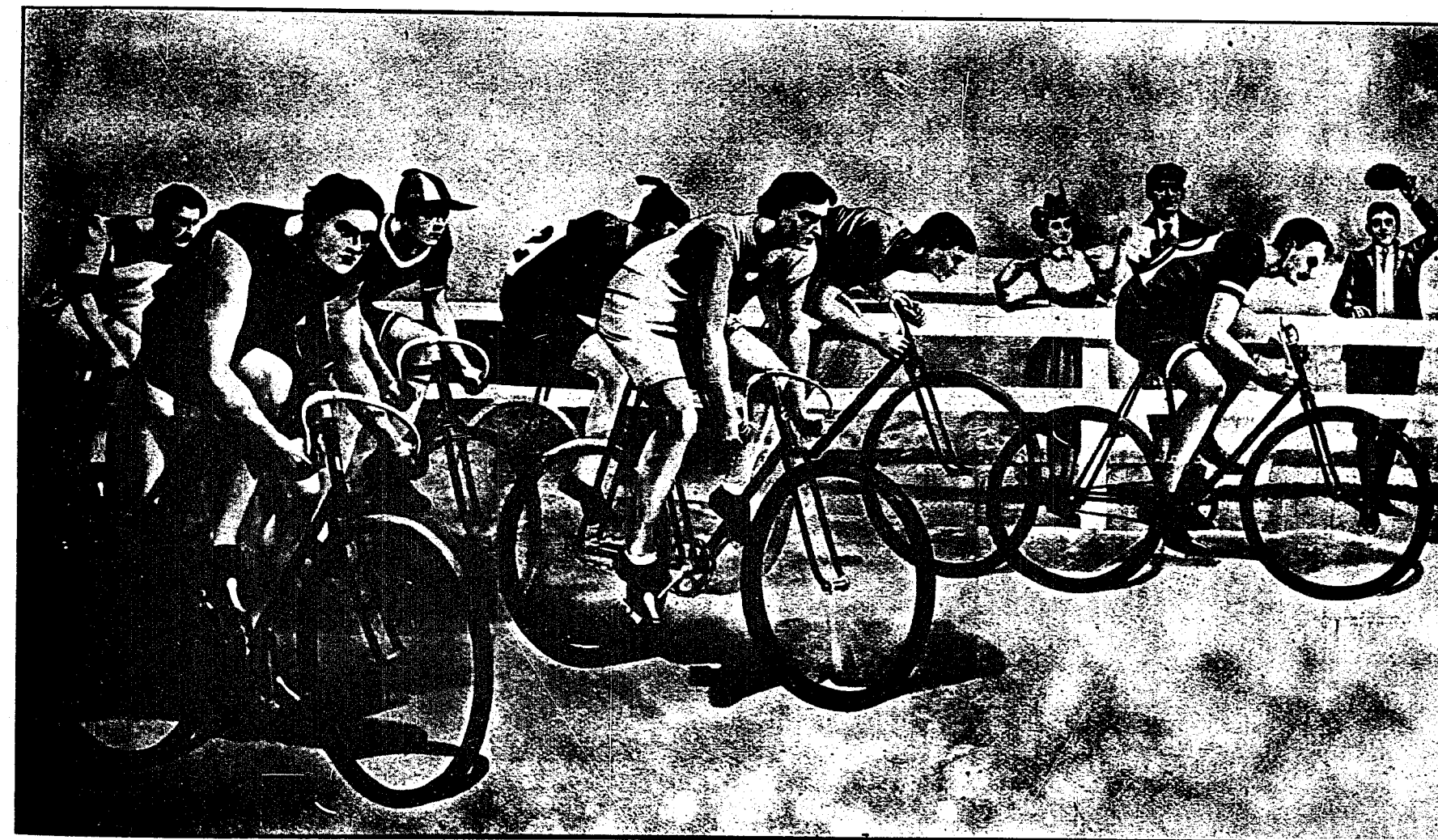
Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. WOODWORTH, Manager.

Sterett Show Printing Co., San Francisco, Cal.

Toronto, Can. City Bill Posting Co. G. N. Parker, Manager.

Donaldson Posters

Are the best posters made in the whole world. There are other houses who make posters now and then, others who combine the making of posters with that of show cards, labels and stationery, and still others who try to make them. The Donaldson Lithographing Co. is the only house in the world that makes posters exclusively, mind you, exclusively, that is only posters—nothing but posters. Donaldson posters are printed from lithographic stone, (the real thing, imported from Solenhofen, in Bavaria) and not from zinc, aluminum, or other imitations. Donaldson posters are made from originals by the best artists, executed by the best lithographers, printed by pressmen who are artists, on Hoe presses, the best of their kind, with inks that are permanent, on paper made especially for posters. That is why Donaldson posters are the best posters in the whole world.



The above is an illustration of our nine-sheet bicycle poster, No. 299. It measures seven feet high by ten and a half feet long. We sell it, cross lined, that is, with the name of the club, the date, the place of meeting, etc., at the following prices, viz:—

10 for.....	\$ 9.00	25 for.....	\$18.00	100 for.....	\$37.00
15 for.....	11.70	50 for.....	33.00	150 for.....	81.00
20 for.....	15.00	75 for.....	45.00	200 for.....	99.00

Bill posters and agents are respectfully requested to sell this bill from the above cut. If your patron insists on seeing a sample, he will have to pay for the privilege. It costs us (including express charges, which we prepay) 75 cents for each and every sample that we send out, and the size of the orders does not warrant the expense. We have just issued new one-sheet posters suitable for advertising Fourth of July Celebrations, Picnics, Railroad Excursions, Trolley Car Excursions, Traction Parks, Steamboat (western) and Steamer (eastern) Excursions, Base Ball, Flower Shows, etc., etc. Samples of any of these one-sheet lithographs are sent free of charge to agents and bill posters.

Donaldson Litho. Co. of Cin'ti, O.

GREAT CLEARANCE SALE. POSTERS AT LESS THAN COST.

Commencing Tuesday, June 1st, and continuing thereafter until all are sold, we will offer the following remarkable bargains in Posters:

9500 "SAY" Posters, at the following exceptionally low prices:

25 for \$1.31, reduced from \$1.75	100 for \$3.19, reduced from \$4.25	500 for \$9.75, reduced from \$13.00
50 " 2.06 " " 2.75	200 " 5.08 " " 6.75	1000 " 15.00 " " 20.00

7000 "CAT" Posters. These prices are less than cost of production.

25 for \$1.31, formerly \$1.75	100 for \$3.19, formerly \$4.25	500 for \$9.75, formerly \$13.00
50 " 2.06 " " 2.75	200 " 5.08 " " 6.75	1000 " 15.00 " " 20.00

6800 "FENCE" Posters, at the heretofore unheard-of prices of

25 for \$1.31, reduced from \$1.75	100 for \$3.19, reduced from \$4.25	500 for \$9.75, reduced from \$13.00
50 " 2.06 " " 2.75	200 " 5.08 " " 6.75	1000 " 15.00 " " 20.00

Special for the FOURTH OF JULY.

One-sheet, showing Uncle Sam full length of bill with space for lettering on entire right side. Printed in red and blue. Good bill, especially for Holiday celebration. Prices, including printing on advertisement in one color:

25 posters \$1.58	100 posters \$3.83	500 posters \$11.70
50 " 2.48	200 " 6.08	1000 " 18.00

Descriptive Three-Sheets.

PRINTED IN RED, WHITE AND BLUE

100 for \$9.25. Regular price, \$12.25.

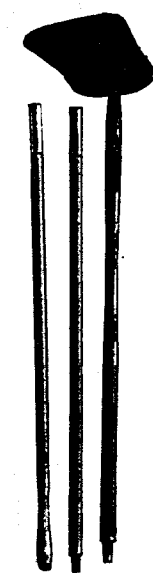
You save \$3.00 by sending us your order. And \$3.00 is three dollars in these days. Why not save it?

These prices are net cash with order. No discounts of any kind to anyone. Remember, now, you must send the money with the order or you won't get the goods. This is a Clearance Sale for cash. We need the room and we also need the cash.

These Posters will not last long at these prices. Send your order in early.

HENNEGAN & CO., Cincinnati.

We cross-line all of these posters free at the prices quoted; that is to say, we print such matter on them as you may desire without extra charge. Samples free.



JOINTED Paste Brush Handles

MADE EXPRESSLY FOR
Traveling Advertising Agents.

Will Fit Inside of a Bill Trunk. Great Convenience.
HANDY.

DURABLE.
STRONG.

PRICE: 7 feet, 2 sections, \$1.25. 10 1/2 feet, 3 sections, \$1.75.

DONALDSON LITHO. CO.,
CINCINNATI.

REMIT WITH ORDER.

NONE SENT C. O. D.

H. K. APPLE, INDIANA SIGN CO.

SUCCESSOR TO . . .
SIGN WORK OF ALL KINDS TO ORDER.

BILL POSTING A SPECIALTY.

10,000 Feet of Private Space at your disposal. Will rent spaces any length of time. Give him a trial. County work taken on application.

INDIANA, PA.

Established 1894. City Population, 350,000.

NATIONAL DISTRIBUTING CO.

CIRCULAR DISTRIBUTORS AND SIGN TACKERS,

15 & 17 Winder St., DETROIT, MICH.

Terms reasonable. Send for price list.



YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

TRENTON, New Jersey
The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager.

Waukegan, Ill.
G. Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. n6

DENVER, COLO.
The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, 20,000. n7

Boston, Mass. Pop. 500,000.
Louis Brandt, Distributor 5 Heath Ave. n1

Kansas City, Mo. Pop. 300,000.
Midland Advertising Co., Joseph Field, Mgr. Distributing, Tacking. Reliable Men only. All towns in Jackson and Wyandotte cos. Mem. International Ass'n of Distributors.

Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau,
145 Franklin St., Boston.

Mattapan, Mass. D. L. Cushing,
Circular Distributor and Gen. Advertiser.

Atlanta, Ga. 124 Haynes St.
Wm. Feden, Advertising Distributor. Menstached up in this and adjoining counties, \$1.00 per 1000 and up. n97

FAIR MANAGERS ADVERTISERS

The Hanner Balloon Co., Cincinnati, Ohio.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897.

A Man Who Knows His Business.

Price \$5.00, (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and it and the express back in case you do not like them.

Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair, MADISON, WIS.

The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.	LITHOGRAPHED PAGES.
Whole page \$50.00	Page 2 of Cover, in 2 colors \$100.00
Half page 27.50	Page 3 of Cover, in 2 colors 100.00
Quarter page 15.00	Page 4 of Cover, in 8 colors 200.00
Eighth page 8.00	Double page center, in 8 colors 300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9x12 1/2.

Blaney, Wm E., Expert Ad Writer,
Station T. Boston, Mass.

John L. Smart,

Only Exclusive Distributor in the City. Makes a specialty of Distributing Papers, Pamphlets, Circulars and Samples. Cards and Signs tacked up where they will be read. Estimates cheerfully furnished. No boys employed. Population of city, 16,000. Member International Association of Distributors.

JOHN L. SMART,
14 East Independence Street,
Pensacola, Florida.

Chillicothe, Mo., Z B. Myers
owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. n97

W. E. Patton, Corinth, Miss.
Bill Poster and Distributor. Reference furnished. Box 161. n97

Woodland, Cal.
Dietz & Glendinning, Bill Posters. n97

S. C. DRAPER, Portsmouth, Va.

CITY BILL POSTER,
DISTRIBUTOR,
SIGN TACKER.

All New Boards. Work Done by Reliable Men

Laconia, N. H. Pop. 15,000.
Polson Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Jacksonville, Ill. 807 S. Main St.,
Wm. Burke, member of and recommended by U. S. Dist. Bureau

Evansville, Ind. 75,000. Licensed.
Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. n97

**THE MANHATTAN
PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON.
ARTHUR CASSOT, Manager.
Knickerbocker Building.

No. 2 West 14th St., New York.
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

HON. CHAUNCEY M. DEPEW
is one of our regular patrons.

HON. CALVIN S. BRICE:
You have the best facilities of anyone in the field in your business.

Peru, Ind. Chas. W. Statesman,
Licenses City Bill Poster and Distributor.

Stavanger, Minn.
Ole Holm, Bill Poster and Distributor. n97

Bangor, Me., and Neighboring Cities. Pop. 40,000.

Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

Delaware, O. G. D. McGuire,
City Bill Poster and Distributor.

Philip B. Oliver.
Licensed City BILL POSTER.
AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets.
Special Attention Given to Commercial Work and Distributing.
All Work Guaranteed.

319 Cherry St., FINDLAY, O.
POPULATION 23,000.

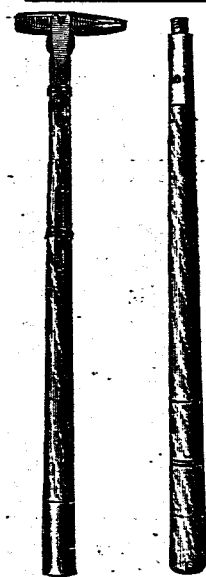
Winona, Minn. Pop. 25,000.
Winona Circular Dist. Co., 75 E. Second St. General Outdoor Advertisers, Sign Tacking a specialty. n1

Terre Haute, Ind.
James M. Dishon, Distributing, 29 South 5th St. n

Nashville Distributing and Advertising Co.

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.
Member International Association of Distributors. This association guarantees service of its members. JAMES L. HILL, Mgr



JOINTED MAGNETIC HAMMERS.

JUST THE THING FOR CARD TACKERS.

The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

SAVES CLIMBING.
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

36 in. handles, 2 sections, \$2.00. 42 in. handles, 3 sections, \$2.50

DONALDSON LITHO. CO., Sole Agents,
CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

BILL POSTER, DISTRIBUTOR,
THROUGHOUT ARKANSAS.

J. F. CLARK, CONWAY, ARKANSAS.

RATES LOW.
BOX 92.

AGENTS WANTED

Either ladies or gentlemen,
to sell our new

HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 East Third St.,
CINCINNATI, O.



ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI
NEW YORK
CHICAGO

Mail Order Dealers: Advertise in THE HORNET. 1,000 Circulation.

Oklahoma alone. 12 cents per year during May and June. 5 cents per line, 30 cents per inch. Press 25th. Vol. 1, THE HORNET, Box 260, Guthrie, O. T.

Boise, Idaho, Elmo, Gordon & Co.

Reliable Distributors and Sign Tackers.
We pay rent for our locations and can guarantee.

A STATEMENT TO BE PROUD OF
WE HAVE PRINTED
OVER 2,000,000

Letter Heads
THE LAST FOUR YEARS
EVERYBODY SATISFIED
DO WE MUST KNOW OUR BUSINESS
358 DEARBORN ST. CHICAGO

All Kinds of Printing and Engraving.

Waukesha, Wis.
Cadwell F. Mevis City Bill Poster and Distributor 688 Main Street.

A. E. BENTLEY,
Only Licensed BILL POSTER in
GUTHRIE, Capital of Oklahoma
Territory. 10,000 feet of space, and
satisfaction guaranteed. Rates
made known on application

Cincinnati, O. Pop. 350,000
Unexcelled Distributing Service.
W. H. Steinbrenner, 811 Vine, Cincinnati

Herman Delker,
Bill Poster - - Distributor,
JUNCTION CITY,
Box 402, KANSAS.

Aurora, Ills. B. Marvin.
Bill Poster and Distributor. Circuit, 16
towns. Pop. 60,000.

ESTABLISHED 1876.

CHARLES W. YORK,
Bill Poster and
Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing.
Reference if required.

Chicago, Ills. J. A. Clough,
Contracts solicited for the distribution of
all legitimate advertising matter in Chi-
cago and suburban towns.

C. F. Bangasser & Co.
CITY BILL POSTERS AND
DISTRIBUTORS,
Signs Tacked and Signs Painted. Own all Bill-
boards in our locality. P. O. Box 38
MC MINNVILLE, OREGON.

14 Counties in Northern Illinois. My service
can't be excelled. Work done systematically
and thoroughly by experienced help. Send sam-
ple for rates. B. O. BOOTHBY, Dixon.

I. H. ASIRE,
BILL POSTER-DISTRIBUTOR.
My circular gives all details.
A trial solicited.

FOREST, OHIO.

Jackson, Ga., C. A. Henderson & Co.
Member I. A. of D., advertising agents.
Territory: Atlanta, McDonough, Griffin,
Locust Grove, Jackson, Planilla, Macon,
Forsyth and Barnesville, includes population
of 175,000.

SEND FOR A COPY OF

Business

The Office Paper

Mailed free to all mentioning this advertisement
BUSINESS contains articles by noted writers
upon Office Routine, Business Management, Ac-
counting, Advertising and Economic subjects, in-
cluded under Finance, Transportation, Commerce
and Manufacturing.

To read BUSINESS is a liberal commercial
education in itself.

The office of BUSINESS is to be in every office.
Monthly, \$2 a year. Address
BUSINESS PUBLISHING CO.
15 Astor Place, New York.

Springdale, Arkansas.
Circulars, samples, booklets, almanacs, etc.,
honestly and thoroughly distributed from
house to house at reasonable rates. Ad-
dress D. H. Whitener.

ADVERTISING MANAGERS:
Do you know that New Hampshire
will be the Mecca of thousands of
well-to-do people, during the coming
hot months. They go there to while
away the time, to be comfortable and
have no cares.

Have You got Anything to Call their
Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people.
Send us your booklets, samples, or cir-
culars or any kind of advertising matter.

D. J. Lefebvre Adv. Co.
RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.

Keep Our Address For Future Reference.

Scranton, Pa., 654 Deacon St.
J. H. Beltz, member I. A. of D., samples put
out, circulars distributed, signs nailed up.
Work is guaranteed. 200,000 people in Lack-
awanna County.

Utah and California!

Are two of the most magnetic names in the
roll of States, and the best way to reach them is
over the

RIO GRANDE
WESTERN RAILWAY,
"Great Salt Lake Route."

As the titles indicate, the R. G. W. is the only
line that passes directly through Salt Lake City
on the way to California; and Salt Lake City
and the Great Salt Lake are the two points
which certainly should not be missed on your
Western trip, as they contain more interest to
the average American than any two other points
within the confines of the United States. Study
the matter carefully, and you will choose the
R. G. W. for this reason, as well as for the mag-
nificent scenery, superb equipment and fast time.
Write to F. A. WADSWORTH,
General Passenger Agent, Salt Lake City, Utah,
for particulars.

C. F. Ansell, Mfg. Coupon Theatre
Tickets and Diagram Ticket Books.
Lowest prices. Always on time. No mistakes
155 Washington Street, Chicago.

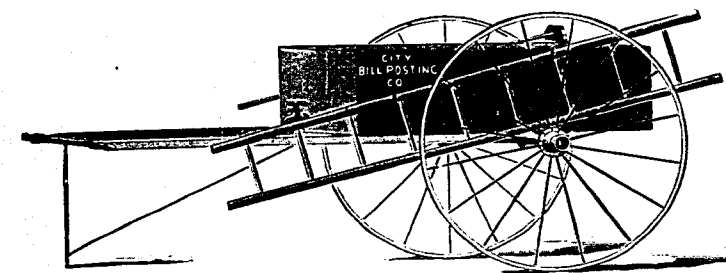
RUBBER STAMPS.
Climax Stamp Works, box 106, Belgreen, Ala.
Sample—any wording—and self-inking pad, 10c.

CHILLICOTHE, ILL.
CHARVAT BILL POSTING CO.
HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12,000.
Correspondence Solicited.

Grand Rapids, Mich.
George M. Leonard, Reliable Distributor

BILL POSTERS' PUSH CART.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the entire exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc and the one which contains the water is provided with a faucet.



They are beautifully painted, substantially built. Will last a life-time, and I sell them at the phenomenally low price of **\$24.50 EACH.**
No extra charge for painting firm name on the sides.

JOHN H. MICHAEL,

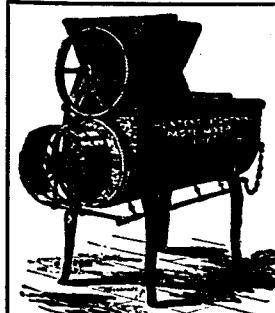
225, 227, 229 East 8th St., CINCINNATI, O.

John T. Williams, Bill Poster,

346 MORRISON STREET,
PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000. Established 1868.



"ECONOMY IS THE ROAD TO WEALTH."

If there ever was a time when this old adage was true, it has long since passed away. Certainly it is not true in these bustling bustling days. One cannot make money by saving it—not now.

The only way that the modern man can make money is by spending it—spending it wisely.

Money invested in labor saving machinery is wisely spent. Spending money is this wise is making money. Our paste mixers will make more and better paste with less flour and labor than any other in the market.

THEY ARE MONEY MAKERS.

J. H. DAY & CO., CINCINNATI, O.

1144 R Harrison Ave.

Will
If What You
Will
We
Will You

Your Profit, \$4.25.

We will also send you THE HORNET one year, all for a quarter, May and June only.

OKLAHOMA MAILING AGENCY,
Box 260, GUTHRIE, O. T.

This receipt to cents: costs 35 cents to fill it. Sells for \$1.50.

We have work for you. Our agent in Guthrie alone makes from \$7.00 to \$100.00 per week selling Guthrie and Guthrie De-stroyers. He puts it in stores, and the merchant sells for a percent.

You can do it too.

Work For Us?

Was So,

Send Us a Quarter,

More Traveling Agents

For Yourself?

Look Here, Ye Faith-Heated Ones.

Reckling Destroyer Kills Every Time. Receipt 10c, costs 35 cents to fill it. Sell for \$1.50.

Your Profit, \$4.90.

IS THAT ENOUGH?

We will also send you in addition to the other, ten firms who employ distribu-tors, and you write them and use our name.

Howland Advertising Sign Co.,
Rome, N. Y.

Who Does Their Work at
INDIANAPOLIS?
WHO?

WHY

Vansyckle,

of course. GEO. W.

Vansyckle, of Indianapolis.

The W. D. Husted Advertising Co.

Town and Country BILL POSTERS,
Distributors, Bulletin Sign Painting,
—AND—
Out door Advertising of every description

Office: 67 Main Street,
MANSFIELD, TIOGA CO., PA.

Pittsburg, Pa. Pop. 500,000.
Established 1882.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HEDSON, Manager.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs,
society silk banners, show canvas,
theatrical scenery and imitation litho.
paper.

OUR artists are expert and up-to-date.
WE do bill posting, distributing and
tacking.

WE own 20,000 feet of space, honesty,
energy, experience and World's Fair
diplomas.

OUR boards, stock, labor and prices are
O. K.

WE have no alleys, back fences, "charlie
boxes," boys or "bums."

WE want your address, acquaintance,
work and inspection, once got, always
retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.

Population of City 17,000. County 50,000.
Country 5,000,000.

Carlisle, Ind.
Sullivan Co., N. J. Chilente, Distributor. n

SEND FOR
PRICES
J. H. Weisbroth
WOOD
PROCESS
ENGRAVER
CINCINNATI, OHIO

Milford, Mass. Pop. 9,000.
E. R. Negu, Distributor. 237 Main St.

Office, Grand Opera House,
Wilmington, Delaware.

Population, 75,000

Howland Advertising Sign Co.,
Rome, N. Y.

WE OWN OR CONTROL ALL
BOARDS AND POSTING
PRIVILEGES IN

MANSFIELD.

The leading town in the "Northern
Tier," over 6,000 square feet of boards.

Also have boards and posting privi-
leges in every town in the county.

Manning, S. C.
Distributor. T. M. Young, Manager. P. O.
Box "Y."

KNOX

Bill Poster,
Distributor. MEADVILLE, PA.

Tucson, Arizona, 2,000 ft. of boards
W. M. REID Box 148.

Wilmington,
Delaware.

Population,
75,000

WILMINGTON
BILL POSTING,
DISTRIBUTING

AND

ADVERTISING
COMPANY,

Established in 1853.

JESSE K. BAYLIS, } Proprietors D. K. Jackson,
GEO. W. JACKSON, } Supt.

Own all the prominent boards throughout the
city. Satisfaction guaranteed on all work.

Office, Grand Opera House,
Wilmington, Delaware.

Population,
75,000

Howland Advertising Sign Co.,
Rome, N. Y.

DO YOU INTEND TO ADVERTISE IN _____

**SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.,**

_____ CALIFORNIA?

SIEBE & GREEN

OWN THE

**Bill Posting and Painted Sign
PLANTS.**

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO, 44,000 Lineal Feet Fencing,
10 and 20 Feet High,
350,000 Population.

OAKLAND, 11,000 Lineal Feet Fencing,
10 and 20 Feet High,
60,000 Population.

ALAMEDA CO., 9,000 Lineal Feet Fencing,
10 and 20 Feet High,
150,000 Population.